

LIFE



LISTENING TO
FOLK SONGS

OCTOBER 20, 1947 **15** CENTS
YEARLY SUBSCRIPTION \$5.50



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finest wools in the world*

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

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EVERYBODY talks about high prices, but who does anything about them? How many things can you buy today for *less than they cost before the war?*

RKO's PIC-TOUR OF THE WEEK

"OUT OF THE PAST"



PROPOSING marriage to Virginia Huston, romancer **ROBERT MITCHUM** tells about his unfinished love affair with **JANE GREER** and warns of crisis in his flight from the underworld. Scene from RKO's *Out of the Past*, based on the novel, "Build My Gallows High."



"I REMEMBER MAMA"

MOST LOVABLE FAMILY you've ever met is humorously, poignantly portrayed by **IRENE DUNNE** and co-stars, **BARBARA BEL GEDDES**, **OSCAR HOMOLKA**, **PHILIP DORN** in George Stevens' production, *I Remember Mama*. Picture is based on successful Broadway stage play.



"NIGHT SONG"

SULTRY BEAUTY is revealed in this pose of **MERLE OBERON**, snapped on location for *Night Song*, a John Cromwell production. Her co-stars are **DANA ANDREWS**, **ETHEL BARRYMORE**. Picture is blend of romance, joy and music, features **HOAGY CARMICHAEL**.



"SO WELL REMEMBERED"

ANGRY CLASH between **JOHN MILLS** and **TREVOR HOWARD**, a tense moment in *So Well Remembered*, based on James Hilton's best-selling novel, read by over ten million people. The picture also stars **MARTHA SCOTT**, **PATRICIA ROC** and **RICHARD CARLSON**.

THESE BIG RKO PICTURES WILL SOON BE SHOWN AT YOUR THEATRE

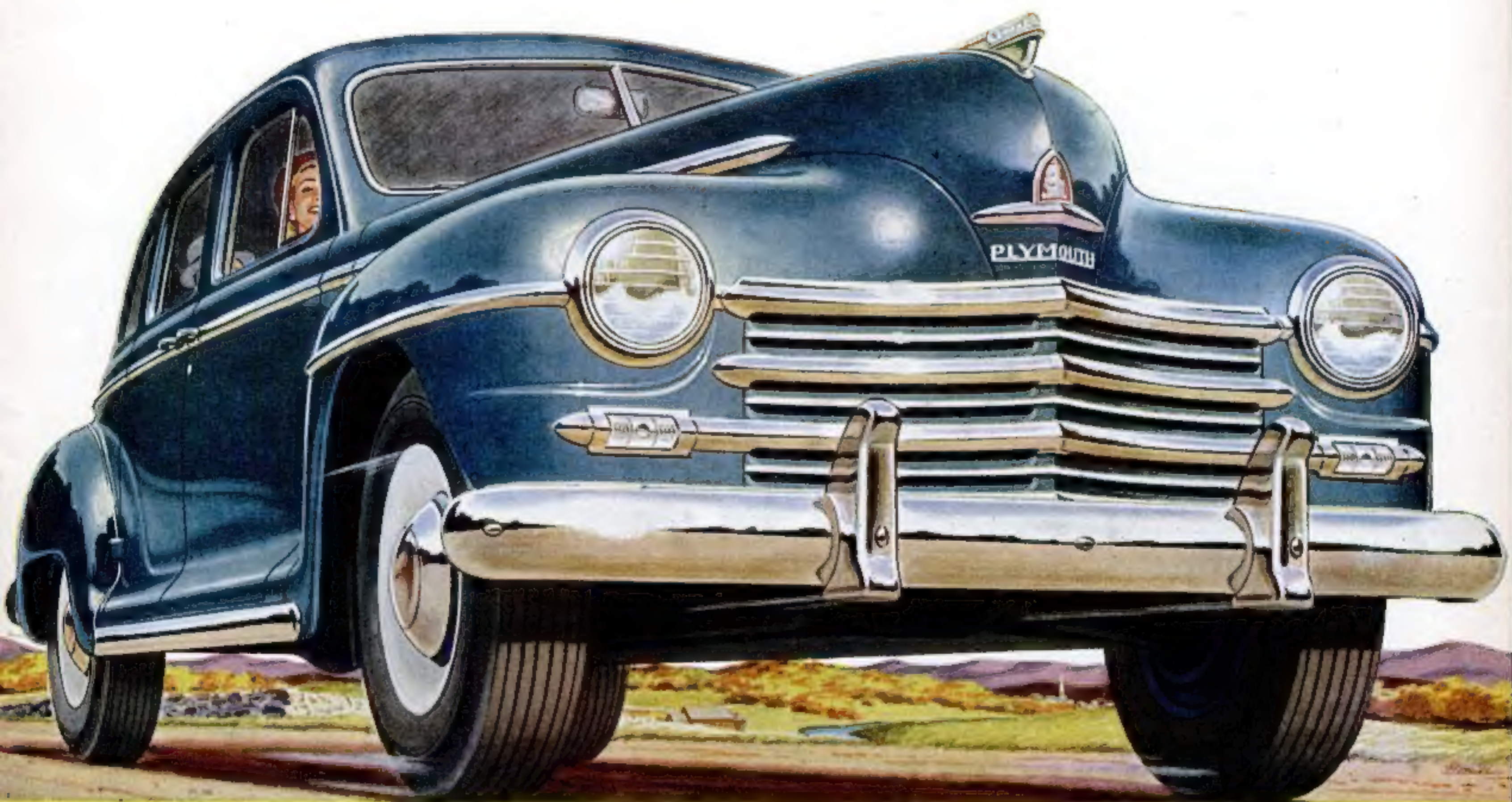


Compare the cars in number of
QUALITY FEATURES

MOST HIGH-PRICED CARS HAVE	21
LOW-PRICED PLYMOUTH HAS	20
LOW-PRICED CAR #2 HAS	9
LOW-PRICED CAR #3 HAS	8

This Box Score

Shows Your No.1 Car Buy



Your nearby Plymouth dealer will accept your order. And he'll provide the service and factory-engineered parts to keep your present car in good condition while you're waiting for your new Plymouth.



It's fair to compare—and the new Quality Chart at your Plymouth dealer's makes it easy. It shows you the 21 quality features found in most high-priced cars. It shows you how the three leading low-priced cars stack up in number of high-priced car features.

The results are summarized right on this page—a 20-9-8 score, with Plymouth rolling up the 20. But don't take our word for it.

See for yourself the complete "play-by-play" account in the detailed Quality Chart.

You'll find that Plymouth is the one car in the lowest-priced field that's most like high-priced cars—the big value buy for performance, flawless riding comfort, safety, economy.

However you look at it, Plymouth is the car that gives you more for your money.

PLYMOUTH Division of CHRYSLER CORPORATION

If it's VALUE you want it's PLYMOUTH you want



Through Saguaro Cactus National Forest in Arizona, telephone men plow-in the Dallas—Los Angeles section of the transcontinental cable.

Building new telephone lines for you takes well planned teamwork by these two >

Behind this giant plow train, burying a new transcontinental telephone cable, there's a story of typical Bell System teamwork to give you faster, even better long distance service.

Teamwork by Bell Telephone Laboratories scientists who developed the coaxial cable which can carry 1800 telephone messages at once—can transmit television network programs, too . . .

Teamwork by Bell Telephone engineers who planned the new route and developed

the plow...and by the construction crews who laid the cable . . .

Teamwork by Western Electric engineers who designed machines to make the complex cable—and are now turning it out mile after mile to keep the plow trains pushing forward on schedule.

Such long-range planning and teamwork between telephone companies and Western Electric—supply member of the Bell System—are vital in meeting today's record demand for telephone service.



Western Electric has always been an integral part of your Bell Telephone service—helping to make it the world's best at the lowest possible cost.

MANUFACTURER . . .

of 43,000 varieties of telephone apparatus.



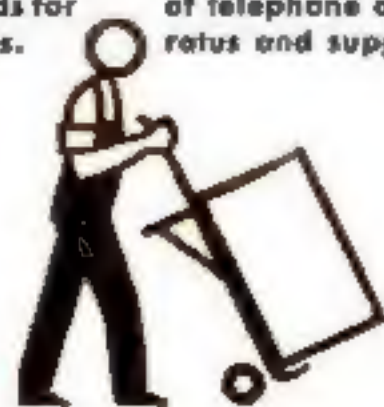
PURCHASER . . .

of supplies of all kinds for telephone companies.



DISTRIBUTOR . . .

of telephone apparatus and supplies.



INSTALLER . . .

of telephone central office equipment.



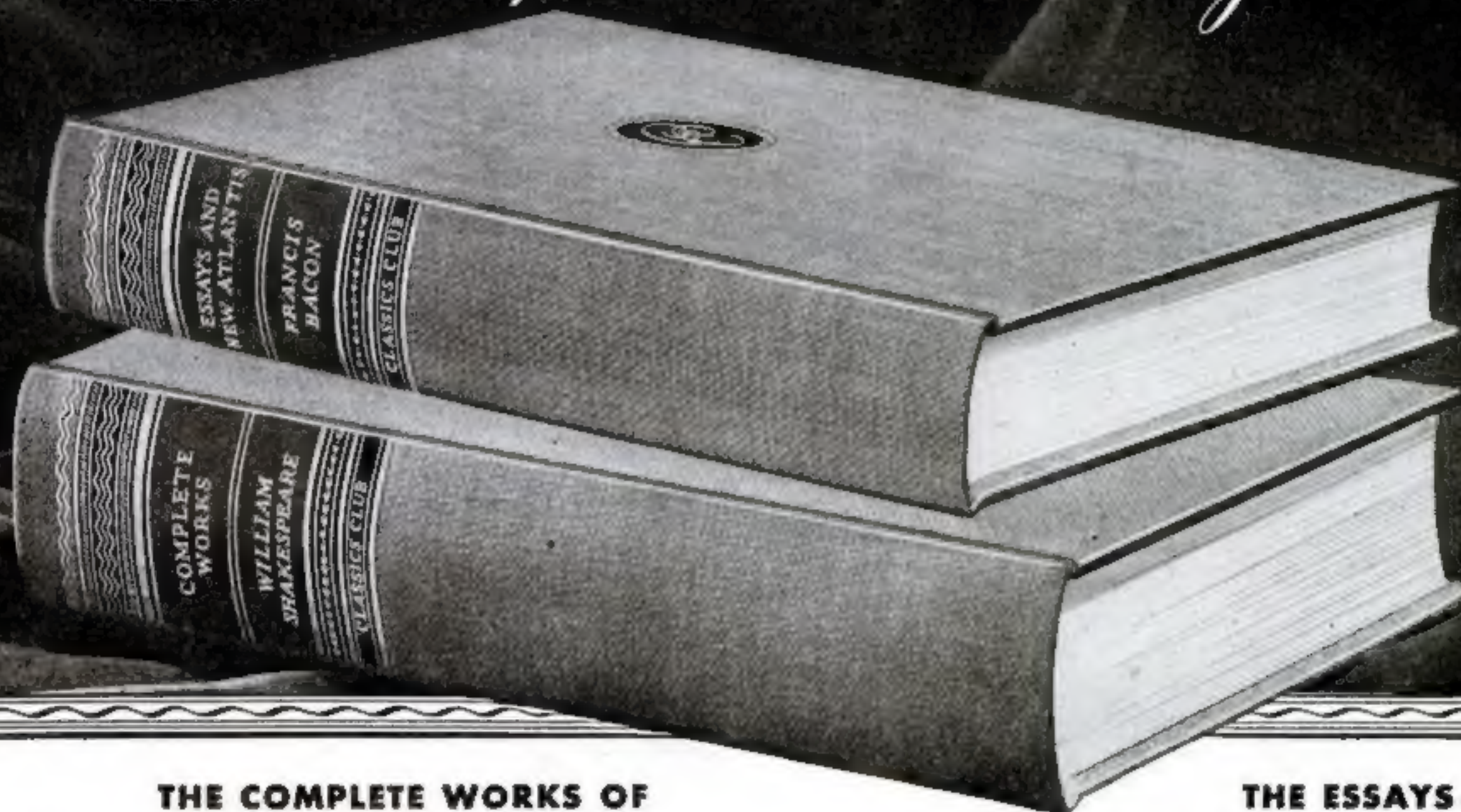
Western Electric

A UNIT OF THE BELL  SYSTEM SINCE 1882

BOTH *Free*
TO NEW MEMBERS

...WALTER J. BLACK, PRESIDENT OF THE CLASSICS CLUB,
INVITES YOU TO ACCEPT FREE

These Two Beautiful De Luxe Library Editions



THE COMPLETE WORKS OF

THE ESSAYS OF

Shakespeare *and* Bacon

*All 37 Plays • Comedies, Tragedies,
Histories and Poems*

*On Love, Truth, Friendship, Riches and
54 Other Fascinating Subjects*

EVERY word Shakespeare ever wrote—every delightful comedy, stirring tragedy, and thrilling historical play; every lovely poem and sonnet—yours *complete* in this beautiful 1312-page volume. Chuckle at the ever-modern comedy of Falstaff; be fascinated by glamorous Cleopatra; shudder at the intrigues of Macbeth; thrill with Romeo in the ecstasies of love. Be amazed at Iago's treachery; step with delight into the whimsical world of Puck and Bottom.

Shakespeare is the one writer who understood human nature as no other ever has, before or since. So deep did he see into the hearts of all of us that he is more alive today than he was over three hundred years ago!

HERE is another Titan of the Elizabethan era—Sir Francis Bacon, whose surpassing intellect laid the groundwork of science and philosophy for generations. Anyone in search of personal guidance and a practical, day-by-day philosophy of life can do no better than to read these immortal essays... about love, politics, books, business, friendship, and the many other subjects which Bacon discusses so clearly, incisively, wisely. So much wit and wisdom is packed into these writings that quotations from them have become part and parcel of our literature.

Both these De Luxe volumes—Shakespeare and Bacon—are so handsome that you will treasure them always. And both are yours *free*, as gifts from the Classics Club.

Why The Classics Club Offers You These 2 Books Free

WILL YOU add these two volumes to your library—as membership gifts from The Classics Club? You are invited to join today... and to receive on approval beautiful editions of the world's greatest masterpieces.

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Mail this Invitation Form now. Paper, printing, binding costs are rising. This low price—and your FREE copies of The Complete Works of SHAKESPEARE and BACON'S ESSAYS—cannot be assured unless you respond promptly. THE CLASSICS CLUB, One Park Avenue, New York 16, N. Y.

Walter J. Black, President
THE CLASSICS CLUB
One Park Avenue, New York 16, N. Y.

CP

Please enroll me as a Trial Member and send me, FREE, the beautiful 2-volume De Luxe Classics Club Editions of The Complete Works of SHAKESPEARE and BACON'S ESSAYS, together with the current selection.

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Mrs. {
Miss {
(Please Print Plainly)

Address.....

City..... Zone No. (if any)..... State.....

Here's your chance to **WIN GROCERIES**

\$25,000^{.00} WORTH OF PRIZES!

Brides! Housewives! Mothers! Would you like to have the makers of Grape-Nuts pay your grocery bill for *one entire year*?

Of course you would! And that's exactly what can happen—if you are one of the lucky top winners in the easy Grape-Nuts "My Favorite Grocery Store" Contest. Groceries—for you and your family—all through 1948!

Think of it! All you have to do is complete a sentence telling us why you enjoy shopping at your favorite grocery store, and send it in with the top from a box of Grape-Nuts.

Then, on New Year's Day you may be one of 12 people in these United States who will hold in their hands a stack of three hundred (300) crisp, new \$5.00 certificates!

12 Top Prizes—\$1,500.00 Each!

Each of these three hundred \$5.00 certificates is "as good as gold" at any grocery or food store for canned goods, meats, fruits, vegetables, beverages—in fact, for anything the store sells.

\$1,500.00 in certificates! More than enough to pay a full year's* grocery bill for the average family!

If you are one of these lucky people, you need not pay a single penny for the family food in the whole year of 1948! And that's not all . . .

250 Other Big Prizes, Too!

If you don't happen to win one of the top 12 prizes, you have two hundred and fifty (250) chances to win either \$100.00 or \$10.00 in five-dollar certificates which you can use to buy groceries!

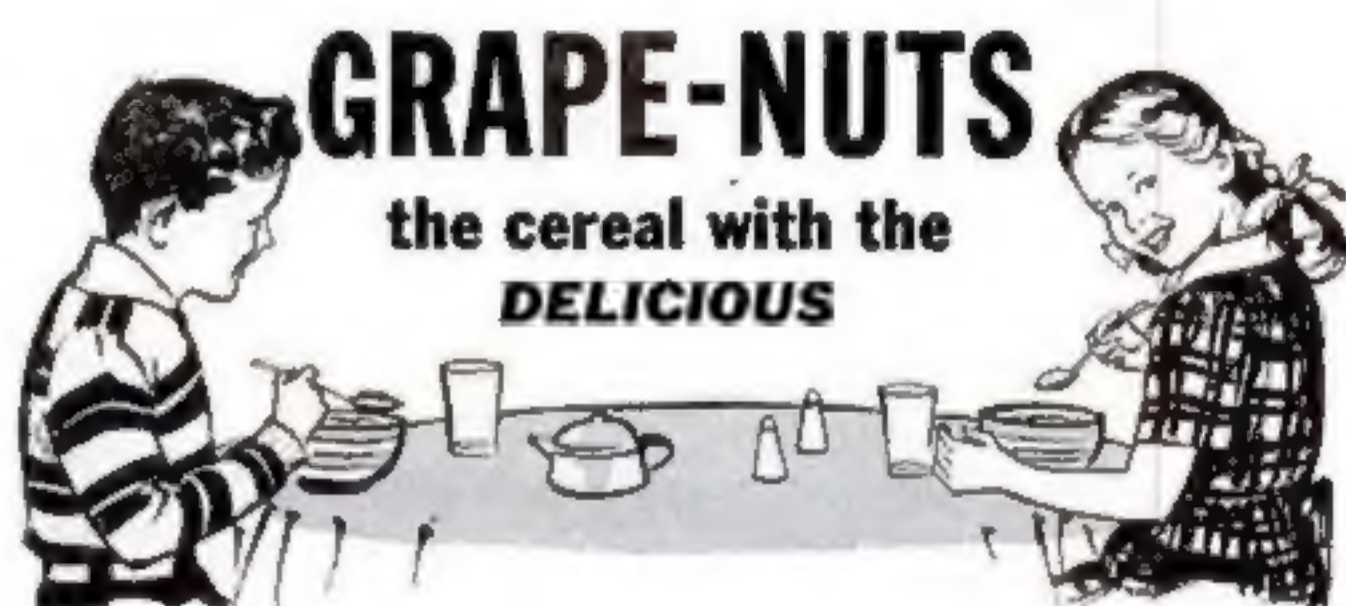
So, enter this easy contest today! You'll be amazed at how simple it is, and what fun! But remember, the contest closes at midnight, November 29, 1947—so hurry!

TWELVE (12) PRIZES WORTH **\$1,500.00** EACH

FIFTY (50) PRIZES WORTH **\$100.00** EACH

Two Hundred (200) PRIZES WORTH **\$10.00** EACH

SPONSORED BY THE MAKERS OF



SUGAROASTED FLAVOR!

If you haven't tasted Grape-Nuts recently—you *should*!

At the very first spoonful of those golden-brown, nut-sweet kernels, you'll say "Yummy! They taste GOOD!" And . . . *double-quick* . . . you'll dip into them again.

Grape-Nuts are *different* . . . with a crisp, fresh-from-the-oven flavor . . . because they're SUGAROASTED.

Try Grape-Nuts today—see why thousands and thousands of folks prefer this *nourishing*, toasty-brown breakfast cereal to all others!

Enter the

**Post's
GRAPE-
NUTS**

'66 My Favorite Grocery Store

Post's Cereals
Products of General Foods

*According to National Industrial Conference Board figures, the average U.S. family grocery bill in 1946 was \$1,371.

FOR A YEAR!



Just follow these simple rules!

1. NO OFFICIAL ENTRY BLANK NEEDED. Any sheet of paper will do. Simply write down "MY FAVORITE GROCERY STORE IS (fill in the name and address of the store) BECAUSE..." and then write an additional 25 words or less to complete the sentence, telling why you enjoy marketing there. You may submit as many entries as you wish.

2. MAIL YOUR ENTRY WITH TOP FROM BOX OF GRAPE-NUTS. Print your name and address clearly on each entry and mail to: Grape-Nuts "My Favorite Grocery Store" Contest, P.O. Box 283, New York 8, N. Y. Each entry submitted must be accompanied by a top from a box of Grape-Nuts.

3. CONTEST CLOSES NOVEMBER 29, 1947. All entries must be postmarked not later than midnight, November 29, 1947. Sorry, but entries with inadequate postage cannot be accepted. Winners will be notified by mail.

4. ALL MEMBERS OF A FAMILY MAY COMPETE. Each person in your family may compete in the contest, but no more than one prize will be awarded to any single family. All entries must be

the original work of the contestants, submitted in their own names. This contest is open to everyone in continental United States except employees of General Foods Corporation, its subsidiaries, its advertising agencies and members of their immediate families.

5. HOW TO BE A WINNER. Prizes, as listed in this Contest announcement, will be awarded to the writers of the most interesting, original, sincere and convincing statements in the opinion of the judges designated by General Foods Corporation. Their decision will be final. In case of ties, duplicate prizes will be awarded. No entries will be returned. All entries become the property of General Foods Corporation to be used as they see fit. The contest is subject to Federal and State regulation.

6. HERE ARE THE PRIZES! The \$25,000 in prize awards will be in the form of Gift Certificates in the following amounts, redeemable at any grocery store for canned or packaged goods, meats, fruits, vegetables, beverages—in fact, anything that the store sells! Twelve prizes of \$1,500 each, fifty prizes of \$100 each, two hundred prizes of \$10 each. **TOTAL PRIZE AWARDS—\$25,000!**

**Mail your first entry today—
and as many more as you wish!**

HERE'S ALL YOU HAVE TO DO:

Fill in the name and address of your favorite grocery store, then complete the sentence in 25 words or less, and mail with top from box of Grape-Nuts to:

Grape-Nuts "My Favorite Grocery Store" Contest
P.O. Box 283, New York 8, N.Y.

"MY FAVORITE GROCERY STORE IS _____ BECAUSE _____"
(fill in name and address)

My Name _____
Street _____
City _____ State _____

Contest TODAY!

"PROTECTING THE AMERICAN HOME"



"Allen needs you at Ti!"

IT WAS early in May, 1775, that Ethan Allen conceived the plan of surprising the enemy fort at Ticonderoga. A single bold stroke would secure an unguarded flank and bring a vast region under patriot control.

Haste and secrecy were the essentials of success. Gershon Beach, a blacksmith from Whiting, Vermont, was dispatched to alert the scattered Green Mountain Boys. In 24 hours, this long-limbed, stout-lunged pioneer hiked 64 miles through the wilderness. From upland farm and forest cabin he summoned the backwoods clan for the daring and successful venture across Lake Champlain.

Vermonters were ever quick to answer the call when their security was threatened. Thus it was natural that a later generation should rally to form one of the nation's first life insurance companies, dedicated to the protection of homes and families from the uncertainties of the morrow. Naturally, too, they made theirs a mutual company, in which the earnings belonged to those who subscribed to its policies.

Almost a century later, more and more people today are entrusting the financial future of their families to The National Life. See a friendly National Life representative for sound, practical advice on your life insurance problems.

NATIONAL LIFE Insurance Company

HOME OFFICE—MONTPELIER

VERMONT

SOLID AS THE GRANITE HILLS OF VERMONT

FOUNDED 1850 • A MUTUAL COMPANY • OWNED BY ITS POLICYHOLDERS

LETTERS TO THE EDITORS

NO BRISKET

Sirs:

Shame on your writer who has Governor Dewey checking a cow's brisket (Picture of the Week, LIFE, Sept. 29). An animal's brisket is located much farther north and considerably higher. Governor Dewey, acting as a real farmer would, was testing the size of the cow's milk veins.

CARL COMPTON
Farm Editor

Chicago Tribune
Chicago, Ill.

Sirs:

... Abraham Lincoln holds the all-time record of our presidents for reach. If Tom Dewey can reach this cow's brisket from his position he is as good as president right now.

H. S. COULTER

Hot Springs, N. Mex.

Sirs:

... Either the editor or Thomas Dewey had better check his knowledge of bovine anatomy before 1948.

E. T. MARSH

Office of the Station Veterinarian
Fort Belvoir, Va.

Sirs:

... Anyway, I assure you it is a cow.

EDWARD C. SAUNDERS, D.V.M.
Chicago, Ill.

NOTRE DAME

Sirs:

I want to show you part of Johnny Lujack's practice team ("Notre Dame," LIFE, Sept. 29). I'm the center. We play when he comes to see his girl in Davenport. He has taught me some football rules.

MIKE RUHL

Davenport, Iowa



JOHNNY LUJACK'S PRACTICE TEAM

Sirs:

Pitt, Purdue, Nebraska, Iowa, Navy, Army, Northwestern, Tulane, U.S.C. If that is the most difficult grid schedule in the country I'll eat Lujack's best plastic helmet...

SPENCER KETCHUM

Muskegon Heights, Mich.

DISPLACED PERSONS

Sirs:

In asking for the admittance to our country of the displaced persons ("Refugees from Communism," LIFE, Sept. 29), Jewish and non-Jewish, who are now rotting in concentration camps in Europe, furnishing one more example of man's inhumanity to man, I feel that you are right. The treatment of the Jews in respect to Palestine has been sickeningly stupid, though I realize that the matter has (to say the least) not been a simple one to adjust.

But I still think that President Truman's original statement in regard to the Jews and Palestine was one by which we should have stood. In regard to those who do not wish to return to their native countries for fear of reprisals, I think we should allow them the right of asylum if they desire it. That is not to commit ourselves to a verdict upon the points at issue. It is merely to exercise an ancient charitable function. It is a traditional one for the U.S. to exercise. ... Let us take up the responsibility of world leadership in the only way it will ever succeed, in the truly Christian spirit of faith in all men, hope for all men and charity for all. Thus we shall thrive and go forward. Let this great land, still the young giant of the West—and, alas, in many respects, still the shackled Gulliver of the world, bound down by Lilliputians of thought—rise to its true moral stature in helpfulness to the whole world. ...

We believe in the indefeasible worth of the individual soul, but also in the will of the majority. We believe in every man's right to the expression of his own opinion and in every man's right to argue with it. We believe that just as race, creed and color are as nothing in God's sight, so they should be no impediment in this life to the aspiration and the achievement of any man. These are the things we believe, and as we believe them more deeply we will the less offend against them. But in the spirit of these beliefs we should welcome the outcast and oppressed to our shores.

WILLIAM ROSE BENET

New York, N.Y.

Sirs:

Thank you from the deep of my heart for your most humanitarian appeal in behalf of DPs.

Only a few minutes ago I finished reading your article, "Refugees from Communism." It is the voice of a

few individuals courageous enough to awake the conscience of Americans in behalf of the DPs. Maybe this voice now sounds like a voice from the desert, but I am sure it will be heard by generous Americans.

I am a Jew from Yugoslavia, a simple merchant-marine officer sailing because, since 1941, I have had no more home and no country. I have our old mother and a sister in Italy, displaced persons since 1941, with a grim or no future. Their eyes are toward the U.S., the only spot on the troubled world where they can direct them. My continuous struggle is to take them out of Europe, where all our hopes have died.

DANKO KABILYO

New York, N.Y.

DOS PASSOS

Sirs:

That John Dos Passos article on England (LIFE, Sept. 29) is a mighty

CONTINUED ON PAGE 11

Fresh-from-the-Garden Flavor



"GREEN GIANT" AND
"NIBLETS" BRANDS REG.
U. S. PAT. OFF. ©MYCCO.

You would not ordinarily transport a serving dish of Green Giant Brand peas in this smart garden basket. Our picture is just to illustrate their fresh-from-the-garden flavor. For they taste so very fresh and eat so very tender that they are known as "The orchid of the pea family." They are always "picked at the fleeting moment of perfect flavor." Pick some yourself at your next shopping moment at your grocer's.

Green Giant Peas

BRAND

Minnesota Valley Canning Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario
ALSO PACKERS OF NIBLETS BRAND WHOLE KERNEL CORN



CAN YOU NAME THEIR HUSBANDS?

Each of these women is the wife of a well-known man. Can you identify "hubby"?



1. Blonde Ann Harding, starring in Allied Artists' "IT HAPPENED ON FIFTH AVENUE," needs no introduction, nor does her famous husband. A graduate of Dartmouth College, he was the first native New Yorker to conduct the New York Philharmonic. At one time or another he has conducted every major orchestra in Europe and most of those in America. Since 1940 he has led a Los Angeles symphony orchestra bearing his name and has just been named head of the Portland Symphony.

He owns a 1946 car and uses "Ethyl" gasoline because: "I'm as insistent on good performance in my car as I am from my musicians. I always get it with 'Ethyl' gasoline."



2. You've often seen and heard red-haired, green-eyed Jeanette MacDonald, now in Metro-Goldwyn-Mayer's Technicolor musical "THE BIRDS AND THE BEES," and you should be able to name her blond movie-star husband. He's a native New Yorker who began his career on the Broadway stage. "Cradle Snatchers" and "Young Sinners" were his hit shows before the movies grabbed him. He is presently engaged in the production "CLEMENTINE" at Eagle-Lion.

His hobby—aside from flying—is music. He is an accomplished pianist and song composer. He always stops at the "Ethyl" pump to fuel up his sleek green convertible because: "Every car I ever owned seemed to run better with 'Ethyl' gasoline in the tank!"



3. Yes, it's glamorous Jinx Falkenburg, the "All-American" girl. But do you also know the name of her author-husband who co-stars with her on the NBC morning program, "Hi Jinx," one network show, and two television programs weekly? A Yale man, he rose from copy boy to chief editorial writer on New York newspapers. After his stint as Lieutenant Colonel in the A.A.F., he edited a national magazine. His first name is John, but everybody calls him "Tex."

He, Jinx and their baby live in a hundred-year-old home on Long Island. They enjoy driving a black 1947 convertible and always use "Ethyl" gasoline because, they say: "Smooth performance is right down our alley."

Read this to check your identification of their husbands

The fact that their husbands insist on using "Ethyl" gasoline in the family car is a pretty weak clue—millions of men everywhere know the value of "Ethyl" gasoline. But from the other hints we've given you, you've probably been able to guess that the husbands of the ladies pictured are: 1. Werner Janssen 2. Gene Raymond 3. Tex McCrary.

These men—and their wives—look for the "Ethyl"

trade-mark when they buy gasoline. They want their cars to run their best. So they watch for the familiar yellow-and-black emblem on the pump. They know it marks the best gasoline in the service station, gasoline that has been improved with "Ethyl" antiknock compound—the famous ingredient that steps up power and performance. Ethyl Corporation, Chrysler Building, New York 17, New York.



SAVE YOUR EYES

with proper care



Have them EXAMINED professionally, at least once every year

Don't risk the only eyes you'll ever have, through careless neglect! It takes so little time and effort to have a professional examination each year, and can save you much grief and expense later. Be sure your examination is by a qualified specialist—optometrist, ophthalmologist, or oculist. Here are definitions to help you:

Oph'thal-mol'o-gist A medically-trained professional specialist who diagnoses and prescribes for eye and visual troubles, and performs surgery if necessary.

Op-tom'e-trist An ophthalmically trained professional specialist who diagnoses and prescribes for visual troubles and who renders a complete service when glasses are necessary.

Op-ti'cian (Ophthalmic Dispenser) A professional specialist trained to interpret prescriptions and to fashion, fit, and adjust glasses.

Definitions provided by Better Vision Institute

Shuron

For 89 years America's leading producer of Styled Eyewear and materials of superior quality for the Ophthalmic profession.

Shuron Optical Company, Inc.
Geneva, N. Y.

LETTERS TO THE EDITORS

—CONTINUED—

valuable contribution to public information right now and a beautiful piece of reporting

WILLARD M. KIPLINGER
Editor

Kiplinger Magazine
Washington, D. C.

BUSCH AT WORK

Sirs:

My heart bleeds for Noel Busch and the deplorable conditions under which he has to slave away on the Riviera (Life's Reports, Life, Sept. 29). As I remember him back in '39 or '40 when I and other office boys used to tote copy around the dim halls of the Life



BUSCH IN N. Y. OFFICE

editorial offices, gaunt, grim and grizzled Writer Busch had a day bed, replete with canopy, in his bullpen, as we used to call the offices. He used to stretch his 99-pound, 6-foot-6-or-so frame on that cot and dictate from a prone position. Good training for Riviera toiling later on.

My sympathies to brother Busch and I only hope *Women's Wear Daily* gives me such an unpleasant beat!

GILBERT GARDNER

Chicago, Ill.

MEDELLIN

Sirs:

Imagine my surprise when I opened the Sept. 29 LIFE and found myself looking at Nutibara Square in Medellin, Colombia. However, I would not wish on any red-blooded, full-of-life American the awful prospects of living and working there unless he was very happily married to a woman who would be quite content to stay at home and do battle with the maids every day, who would have no particular desire to go shopping for beautiful clothes in beautiful department stores and who would not mind in the least dying of sheer monotony.

BRUCE M. WILKIE

Washington, D. C.

Sirs:

... There are so many members of the enormous Restrepo family in Medellin that the Antioqueños say it's no longer a name, it's a disease. The formidable Restrepos have now become legion throughout the whole country. In Bogotá, where I studied at the National University, a Restrepo was the author of my textbook, another gave a piano concert while I was there, another was the landlady of the pension where I stayed, another was the editor of *El Tiempo* and the businessman who gave me a two-to-one exchange on U.S. dollars was still another, just to name a few.

HELYN MOLICA

Syracuse, N. Y.

"DEATH IN HOLLYWOOD"

Sirs:

Congratulations on the brilliant article, "Death in Hollywood," by

CONTINUED ON NEXT PAGE



In our 25th year, we saw the world's first telephone.

KAYWOODIE REMEMBERS WHEN—

When you see a man smoking a Kaywoodie—you know he's enjoying himself. Kaywoodies are a pleasure to own—those who choose Kaywoodie treasure their Kaywoodie Pipes for years. From 1851 to 1947 the Kaywoodie organization has done only one thing, satisfy pipe-smokers' needs. We have the experience, the technical facilities, the pipe-makers skilled in the art, and we obtain Nature's best briar to produce the world's best pipes. Each Kaywoodie Pipe has the precision Synchro-Stem which prevents the stem from sticking or binding, and protects it from breaking \$3.50 to \$25.00. Kaywoodie Company, New York and London Folder on request 630 Fifth Avenue New York 20.



© 1947



FLAME GRAIN Kaywoodie \$10
Bulldog Shape No. 06C. Rare flame pattern briar struggled 200 to 400 years for survival

Meerschaum-Inlaid Kaywoodie \$12.50. Beautiful imported FLAME GRAIN briar inlaid with pure Turkish Meerschaum. May be had in other shapes, \$12.50 each.

How to tell the genuine Kaywoodie

Look for the Cloverleaf and name Kaywoodie on the stem of the pipe you buy.

They Don't Come Smarter Than the Skipper



PEARL DIVING when he was 60 made the Skipper a little deaf. But he can still outsail and outfish any one around here. There's not a thing he doesn't know how to do, and do well!



AFTER FISHING today, I asked him in for coffee. Naturally I used Borden's Instant Coffee. The Skipper says: "Pardon, Ma'am, but what's that?" "Just taste it, Skipper. And see how easy...no pot, no grounds."



"I RECKON there's a lot of landlubber ideas I don't know about. But when it comes to coffee, I don't take chances. Would you mind taking the time to make me some old-fashioned ground coffee?"



SO I FUSS AROUND THE STOVE, all the while rattling on about fishing. Then I hand Skipper a big cup of Borden's! "Ah, you can always tell *real* coffee," he coos as he sips. That did it. "Sure, Skipper, it's *real* coffee... it's Borden's. You thought you knew all about instant coffee, but you didn't know Borden's." "Well," says he, "I'm not too old to know a good thing when it comes along... can I have another cup?"

Money back if BORDEN'S doesn't beat your favorite coffee!*

AMERICA'S FASTEST SELLING PURE INSTANT COFFEE

* Use at least half a jar of Borden's. Then, if you don't agree it tastes better than any coffee you ever used, send us the jar with the unused contents, and we'll refund your money. The Borden Co., 350 Madison Ave., N. Y. 17, N. Y.

LETTERS TO THE EDITORS

CONTINUED

Evelyn Waugh (LIFE, Sept. 29), vividly dissecting the gaudy paraphernalia enfolding the Forest Lawn Cemetery in Los Angeles... A mere browsing through the countless sensational film magazines reveals that, as Evelyn Waugh brought out, American publicity is creating a legend to be puzzled over by future explorers and archaeologists. Our "star goddesses," rather than set commendable examples for their countless fans, continue in existences which rival each other in cheap and miscreant conduct. Yet after the normal phenomenon of death, the daintily preserved remnants of their mortal selves rest on marble biers like entombed saints awaiting the judgment. The Egyptian pharaohs at least did something worth while: they built the Pyramids.

DONALD H. WHITE

South Dartmouth, Mass.

14-YEAR-OLD HUNTRESS

Sirs:

Your photos of 14-year-old Virginia Brooks posing beside her bag of big game (Speaking of Pictures, LIFE, Sept. 29) lacked but one picture to make it a perfect series. That would be one of her holding up the head of her father after she had sportingly shot him, surely his just deserts for giving her such a bringing-up.

Why is it in our whimsical so-called civilization considered murder to kill a human, but sport to kill defenseless birds and animals?

JEROME ZERBE

New York, N.Y.

Sirs:

Here is a copy of a letter I wrote to Mr. Berry B. Brooks, Virginia's father, in Memphis.

"At a time when most of the great societies of animal life in America are being threatened, some even with extinction, it seems highly regrettable that your young daughter should have recently been featured in the press as killing 28 animals of various species of African wildlife.

"The decimation of animals that has been going on, especially in recent years, is causing great consternation among all people who are informed of the situation and who believe that the conservation of the magnificent fauna of that continent is desirable and urgent. Our institution is in possession of a large amount of information which indicates that the question of the protection of the animals of Africa is a critical one.

"The hope of your daughter, as

CONTINUED ON PAGE 14

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To see the world
To eyewitness great events

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1-10-20

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REMINGTON SHAVERS!

Get faster, closer electric shaves with new preparation

Now you can get quicker, longer-lasting shaves from your Remington Electric Shaver—with sensational new Llectric Shave. Just dash a few drops on your face before shaving.

"Gives me a cleaner, faster shave"

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Letric Shave helps get rid of shaver-clogging perspiration, lubricates skin, helps save precious minutes.

"Get a closer shave—face feels cool"

CALVERT LITTLE
New Orleans, La.

Letric Shave conditions face and beard to help you get a closer, longer-lasting shave. And it's good for your shaver's cutting head.

FREE SAMPLE—Use Letric Shave with any shaver. At all dealers, Remington service stations—or send name and address to The J. B. Williams Co., Dept. LE-19, Glastonbury, Conn., U.S.A. for generous free bottle. (Offer good in U.S.A. and Canada only.)



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Makes electric shaving easier

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FOR LADIES: Bangs & Braids • Earrings • Flexible Bracelets • Brooches

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Wherever fine jewelry is sold



Warm, Comfortable
Rugged to WORK in

BIG YANK

Handsome enough for every
OUTDOOR occasion



This week—at your Big Yank dealer—special showing Fall and Winter Styles

Upper Left: Navy Blue Melton Zipper Jacket with slash pockets, roomy fit, sportswear styling. Shirts are red wool and cotton flannel plaid—noted for comfort, long wear, good looks. Corduroy or gray whipcord pants go nicely with these outfits. Famous Big Yank values.

Lower Left: Buffalo Check all wool shirt. Large flap pockets, elbow-action sleeves. Warm, colorful, rugged. Oxford gray Cavalry Twill pants look well with this plaid shirt. Famous Big Yank quality.

Better stores from coast to coast are featuring BIG YANK Fall and Winter styles in shirts, pants and outer wear. Select from an amazing variety of colorful work and outdoor apparel. Cut for comfort, laboratory-tested for long wear—and tailored to make you look your best—BIG YANK delivers outstanding performance and value. Prices fit your pocketbook. See today's best buys at your local BIG YANK dealer.

RELIANCE MANUFACTURING COMPANY • 212 W. MONROE ST., CHICAGO 6

Upper Right: Yank-er-Jac in a variety of colorful Buffalo Checks. Roomy shoulders, bloused body. Warm, long-wearing. Handsome for work and every outdoor activity. Small stripe, semi-dress pants suggested with this jacket. Two more reasons why you should look for the BIG YANK label!

Lower Right: Navy Blue Peacoat—a honey for warmth, style, long wear. Two slash pockets, two large flap pockets. The gray suede shirt has storm cuffs, elbow-action sleeves, strain-proof yoke. Corduroy pants provide a nice contrast.

A New-Style Candy— Packed Full of Surprises Brach's Chocolate Party Mix



9
Favorite
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Coated with
Rich Chocolate

A Hit Parade Of Your Favorite Candies

FROM America's favorite candy house comes the kind of candy you're hungry for—Brach's Chocolate Party Mix! It's a high-quality bite-size candy, popular with hostesses everywhere!

● All nine luscious centers are coated with bittersweet or milk chocolate—made from cocoa beans imported from Venezuela and Ecuador and blended in Brach's own chocolate mills.

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CREMES

185 Pieces
One Pound
95¢



Brach's
THE PERFECT CANDY FOR SMART ENTERTAINING

LETTERS TO THE EDITORS

—CONTINUED—

quoted in the newspapers—"I want to go on hunting all my life"—if to any degree fulfilled, would deny to her the true happiness of acting as a protector when protection is needed. . . ."

FAIRFIELD OSBORNE
President

New York Zoological Society
New York, N.Y.

Sirs:

I am sure that the citizens of Memphis are very proud of little Virginia Walton and her papa, Mr. Brooks, for their good deeds in Africa. When I was only 13 years old I beat a baby fox to death with no weapon other than a club. All of my neighbors thought I was cute.

ROBERT C. STUCKERT
Cleveland, Ohio

Sirs:

. . . It is unfortunate that LIFE depicts this young girl as a Diana heroine. Killing wild animals on the plains of East Africa is not hunting, it is slaughter. It requires no more prowess than shooting a tame deer in a corral or a pet cow on a New Hampshire hillside.

ARTHUR STONE DEWING
Newton, Mass.

RYAN RELATIONS

Sirs:

I think your "family tree" about "Prune" Ryan is priceless ("The Ryan Relations," LIFE, Sept. 29). I don't know how you overlooked my name, though. I used to go to dancing class with Cordelia Biddle Duke and to a very swank boarding school on the Hudson with Helen Huntington Hull. And, oh yes, I roller-skated in fashionable Rittenhouse Square with Anne Bullitt's father. Don't you think all this makes me at least a "dead leaf" ready to fall off of the Ryan tree?

LOUISE DAVIS MCCALL
Wynnewood, Pa.

● Reader McCall certainly should have been included. Her distant cousin Sarah Lippincott, daughter of Publisher J. B. Lippincott, married Prune's first husband's half-great-uncle Nicholas Biddle.—ED.

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There is always
a RIGHT time . . .

HARVEL

What better time than an anniversary for a long remembered gift...A HARVEL WATCH!



GIVE HER the beautiful 17 jewel, sweep second, gold filled Harvel watch above.
\$47.50, Federal Tax included.

GIVE HIM the handsome 17 jewel, sweep second, gold filled watch shown below.
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Write for name of the Harvel dealer in your city, if your own jeweler cannot supply you.

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Get sure, soothing relief with new General Electric Heating Pads!



MOIST HEAT OR DRY HEAT

Stiff muscles? Aching joints? Minor infections where wet packs and warmth are recommended?

Enjoy quick, comforting relief with the new General Electric Waterproof Heating Pad—special pad designed to give you the special kind of warmth you need, whenever, wherever you need it.

Moist heat or dry heat—You can use the new Waterproof Model for either. The inner cover is scientifically sealed against moisture, specially constructed for use with wet packs.

High, medium, or low heat—Just set the switch and then relax. Temperature automatically stays where you want it.

Even, Controlled Heat—Accurately regulated by four thermostats. Warmth evenly distributed over entire surface of pad. No hot spots, no cool spots.

Cushioned for comfort—Wonderfully soft and flexible. Absorbent outer cover zips on and off for easy laundering. Comes in luscious shades of pastel yellow, blue, or rose.

So sure, so dependable!—Built to rigid General Electric standards of quality and reliability. Approved by Underwriters' Laboratories, Inc. Made for you by the world's most experienced manufacturers of electrical appliances. A-C and D-C.



Heating Pads

Approved by Underwriters' Laboratories, Inc.



Look for the knitting-bag carton!

Look for the carousel!

General Electric Heating Pads now come in striking new style cartons—handsomely designed cylinders with a luxurious satiny finish. What a convenient way to carry or store your heating pad! And when you slip the label off— presto! you have a smart knitting bag.

You'll find these beautiful pastel cartons hanging on a gay merry-go-round display. Look for them on the counter in your favorite drug, department, electrical stores. General Electric Company, Bridgeport 2, Conn.

How good it feels! How quickly the gentle, even warmth helps to ease aches and pains, relax stiff muscles. Don't let emergencies find your family unprepared. Get a General Electric Heating Pad today,

and enjoy quick, comforting relief whenever you need it. (Model illustrated is new Waterproof Pad. Designed for use with wet packs as well as for dry heat. Only \$4.60 plus tax. A value that can't be matched!)

For even, controlled heat—be sure it's a General Electric!



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You can recognize the new General Electric Heating Pads by their distinctive knitting-bag cartons. Look for them when you buy!

GENERAL  ELECTRIC

THE GIRL IS WEARING A STETSON, TOO. IT IS CALLED ENCORE. STETSON MILLINERY FASHIONS ARE PRICED FROM \$6.95



How to strike a perfect chord { *going to the theatre* *going about your business*

The two men above are wearing hats that are perfectly in tune with the rest of their attire—and the occasion. If they swapped hats the picture would be off key.

The man hustling to a business meeting wears the brisk Stetson

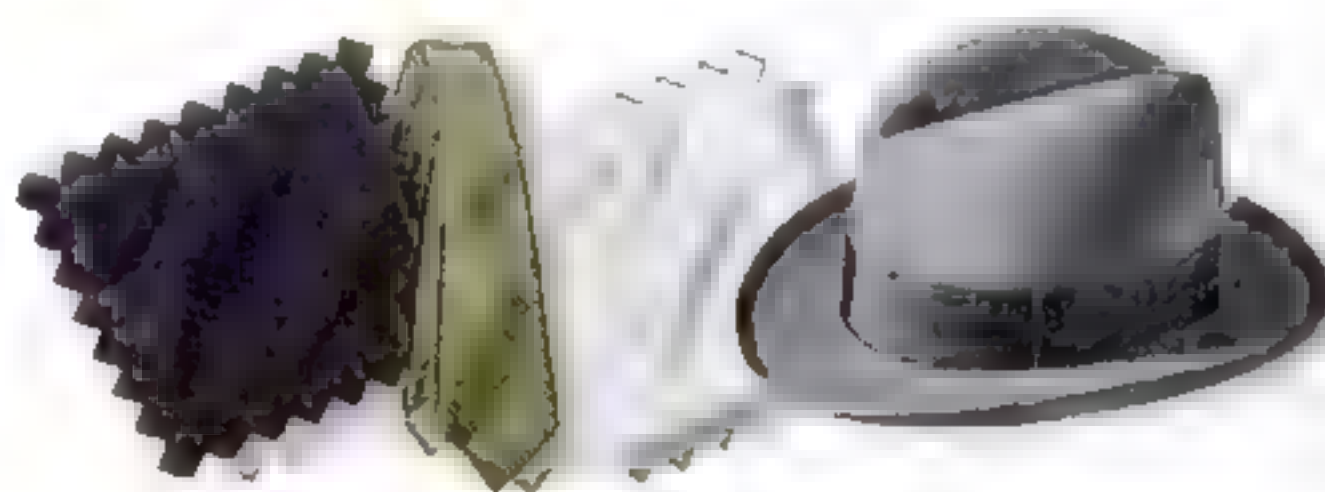
Whippet, right for well-groomed town wear. The theatregoer wears a narrow-brim Stetson *Vogue*, right for dress-up events.

For details of their outfits, see below. To bolster your hat wardrobe, see your Stetson dealer. Prices begin at \$8.50.



RIGHT FOR TOWN WEAR: *The Whippet*

The perfectly proportioned *Whippet* is the most popular Stetson for town wear. In briar, it goes handsomely with a neutral tan-gray topcoat, yellow shirt, and a yellow-striped black tie. \$10.



RIGHT FOR DRESS-UP: *The Vogue*

The Stetson *Vogue*, with its narrow, off-the-face brim, adds a final touch of dressiness. In flint, it looks fine with blue double-breasted suit, white shirt, checked tie, and covert cloth topcoat. \$12.50.

Wear the right hat for the occasion!

STETSON HATS

More people wear Stetson Hats than any other brand. Stetson Hats are made only by John B. Stetson Company and its subsidiary companies in the United States and Canada.

You'll get Longer-Lasting Relief,
or Double Your Money Back!

with AMAZING NEW CHEWING GUM COUGH DROPS



1. TASTY MEDICATION (Cough-lets X Formula) soothes!
2. CHEWING keeps your throat moist longer!



*Use at least half a box of Cough-lets. Then if you don't agree they give you longer lasting relief than ordinary cough drops, send us the box with the unused contents, and a letter stating your reasons, and we'll cheerfully refund double your purchase price.

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... Beautiful to
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gifts by Rumpp
in lustrous,
matching
leathers.

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— For men,
women

CARD BOX
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of
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RUMPP
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LIFE'S REPORTS

HOT WINDS IN ARGENTINA

Provincial legislature
provides amusement
for its constituents

BUENOS AIRES

Santiago del Estero is the capital of the northern Argentine province of the same name. It is a poor section of the country, but for some reason the people have a certain vivacity that more prosperous Argentines of the south lack. It is a small city, and frequently the townspeople go to the provincial legislature for entertainment. Their legislature is noted for free-swinging, name-calling debates. Townspeople call it El Circo (The Circus).

The following excerpts from debates in one session were picked up by LIFE's Buenos Aires representative William Johnson from a report published by *La Argentina*, a Buenos Aires newspaper. The session took place on Sept. 10, but news is a long time getting here from Santiago del Estero. Although it is somewhat difficult to discover the connection, the debate concerned alleged irregularities in the administration of the local orphan asylum. During the discussion one of the senators, Señor Infante, took on the field singlehanded but managed at least a draw. His remarks and those of his opponents are more or less freely translated, since some of the names are almost untranslatable into English.

SR. INFANTE. Now I know why Meneghini is for the agreement. . . . Now I am going to take your dirty laundry out in the sun.

SR. CARBALAN. To oppose the agreement is the same as op-



not just nylons...but
Cannon Nylons!

BRIGHTEST SPOT in your nylon life—Cannon Nylon Stockings!

They're full-fashioned, and ever so misty-fine. Ever so long-lived, too. For Cannon Mills experts *triple-test* these beauties by air pressure to guard against tiny flaws. Then each pair is *sealed*, for protection, in a purse-size Cannon Handy Pack.

Ask for Cannon Nylons in your correct length—short, medium, or long. Newest autumn shades.



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CONTINUED ON NEXT PAGE

Weather-Bird Shoes

FOR BOYS AND GIRLS

REALLY "SHINE"—RAIN OR SHINE!



Come rain or snow... wet or cold, Weather-Bird Shoes weather it in style. Thank the 5 Special Weatherized features... extra protection against all kinds of wear, in all kinds of weather!



"Weather-Birds are too good for us!"



FOR BOYS



FOR GIRLS



PARENTS know Weather-Birds give extra wear, with special fitting qualities to safeguard growing feet. Extra reinforcements in vital parts—such as longer wearing soles! Get all the extras with Weather-Birds—"It takes real leather to stand the weather."

Weather-Bird Shoes



FOR BOYS AND GIRLS ARE

Weatherized

PETERS DIAMOND BRAND

Look In Classified Phone Directory or Write us for Your Dealer's Name

PETERS, DIVISION OF INTERNATIONAL SHOE COMPANY, ST. LOUIS 3, MO.

LIFE'S REPORTS CONTINUED

posing the government of the nation.

SR. INFANTE. You are a traitor, a falsifier, a pimp!

SR. MARTILOTTI. It would be logical to suspect that the old octopuses of international banking are involved in this agreement.

SR. INFANTE. These octopuses have served you many times.

SR. MARTILOTTI. Shut up! Don't interrupt me! Do not permit him to interrupt me!

SR. INFANTE. And now you can deny that in other days the international octopuses served you well?

SR. MARTILOTTI. One should not tolerate this any more. This is impossible. Since when do we have to bear the continual disturbance of this irresponsible one?

SR. INFANTE. Shut up, you poor blockhead with the title of lawyer.

SR. MARTILOTTI. This is a serious thing when one must confront a madman.

SR. INFANTE. Your ignorance has the largeness of your bald head.

SR. MARTILOTTI. Shut up, insolent, shameless, impudent one!

SR. INFANTE. Oligarch! Peronista of the 11th hour! Little lawyer of the heap.

SR. MARTILOTTI. Señor Presidente: I ask that I be respected in making use of the word. One cannot stand more of the insults of this disturbing individual who is trying the patience of the whole chamber.

SR. INFANTE. With types such as you who dye their aristocratic blood with bluing, Peronismo can go nowhere.

SR. PRESIDENTE. With all respect I ask that Sr. Infante should not interrupt the Sr. Martilotti. We cannot continue this debate with your constant interruptions.

SR. FALCO. With the Sr. Infante one can do nothing. If he disturbs the debate another time I will ask not his suspension but his expulsion for disrupting the session.

SR. MENECHINI. What he needs is a straitjacket and a fire hose.

SR. INFANTE. You boob, it is better that you shut up. Not even the souls of the girls of the normal school will save you. I am going to make a rain of concrete facts.

SR. MENECHINI. You are going



Everywhere it goes the assurance of Beech-Nut for fine flavor goes with it

Beech-Nut GUM

Those who take active part in sport, as well as those who just watch, enjoy the refreshing flavor of BEECH-NUT GUM.

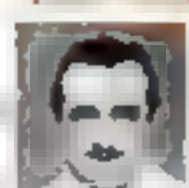


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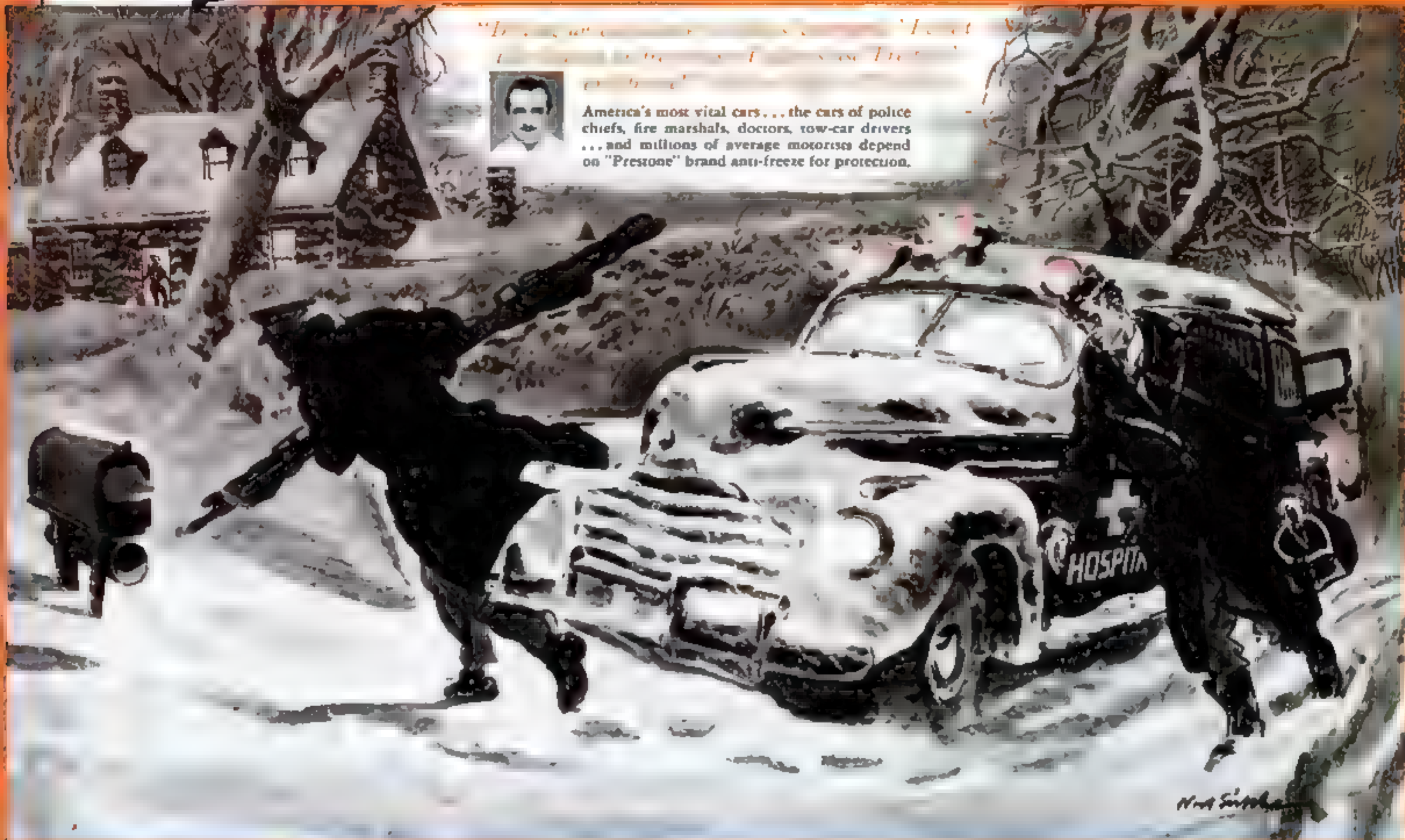
FIGHTS 5-FOOT DRIFTS IN EMERGENCY CALL

Patient rushed to hospital despite
year's worst blizzard

When safety's a must ...it's Prestone!



America's most vital cars... the cars of police chiefs, fire marshals, doctors, tow-car drivers... and millions of average motorists depend on "Prestone" brand anti-freeze for protection.



In your car too!

- NO RUST...**
- NO FOAM...**
- NO FREEZE...**
- NO FAILURE...**

One shot lasts all winter!

IF YOU drove an ambulance... if lives depended on you... you wouldn't have to be reminded that "Prestone" is the anti-freeze for your radiator.

You'd know... as drivers of other emergency cars know—police officers, firemen, doctors. In overwhelming numbers, they depend on "Prestone" brand anti-freeze.

Give your car the same fine protection they give theirs. One shot of "Prestone" anti-freeze. That's all. And that's enough... because one shot lasts all winter! The weather can shoot up or plunge down—"Prestone" anti-freeze won't boil away... you're safe and you know it! That peace of mind alone would be worth a higher price, but the price has not gone up! It's still the same as before the war!

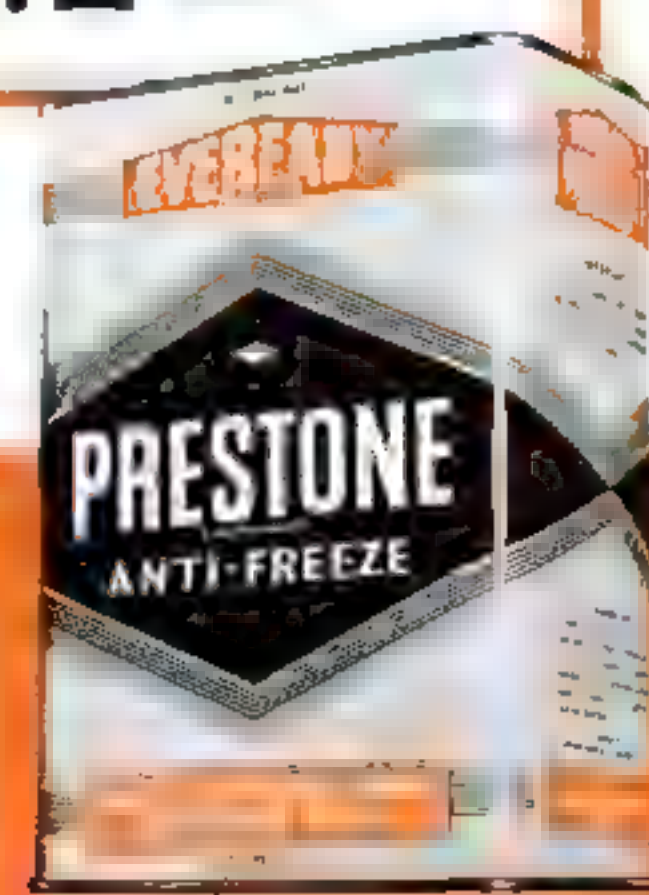
The registered trade-marks "Eveready" and "Prestone" distinguish products of National Carbon Company, Inc.

SAME PREWAR PRICE

1926...\$6.00	1933...\$2.95
1929...\$5.00	1935...\$2.70
1932...\$4.45	1939...\$2.65

1947...\$2.65 PER GALLON

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PRESTONE

Anti-Freeze

MAKE YOUR HAIR RADIATE NATURAL DAZZLING LUSTRE *Like Powers Models!*



Beautiful Powers Model! Also Lobby Bouffe, and... Krem! Shampoo. In fact, it gives hair such a shining satin smoothness.

Has a 'Built-in' Oil Base To Help Keep Hair From Becoming Dry or Brittle

Fads in shampoos may come and go but Krem! Shampoo *continues* to be the largest-selling shampoo with an oil base—because it's a shampoo that *really does* what it promises.

Gorgeous Powers Models were among the first to discover the amazing glamourizing action of Krem! Shampoo. They claim NO OTHER shampoo leaves the hair more shining bright—just teeming with natural glossy lustre that lasts for days.

Removes Dandruff Flakes
The Very First Time You Use It
Krem! Shampoo whips up a luxurious active foam even in the hardest water. It actually 'glamour-bathes' each tiny strand of hair from top to tip to reveal all its silken sheen beauty. Yet

it *never* dries the hair. In fact Krem! Shampoo has a 'built-in' oil base which helps keep hair from becoming dry. Just notice the rich thick consistency of Krem! Shampoo compared to other shampoos!

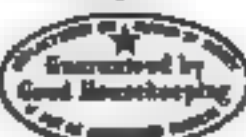
Buy a bottle today and 'glamour-bathe' your hair to a vision of shining beauty. All drug, department and 10¢ stores.

Not a soapless shampoo
Not a cream shampoo
Not a drying detergent
Not a harsh soap
It's entirely different!

Krem! SHAMPOO

A product of R. B. Seidler, Inc.

FOR SILKEN-SHEEN HAIR—EASIER TO ARRANGE
MADE BY THE MAKERS OF THE FAMOUS KREML HAIR TONIC



LIFE'S REPORTS CONTINUED

to straighten things out with me.

SR. INFANTE. Whenever you wish.

SR. MENECHINI. Do you think that I am afraid? You have made a pretty gesture with others, but with me you will die. Wait no more. We will see who remains when you mix with me. I will teach you respect, scoundrel.

SR. INFANTE. Shut up, you faun!

SR. MENECHINI. Imbecile!

SR. INFANTE. I am going to disclose your activities as a faun.

SR. MENECHINI. Shut up, greasy one, odor of *puchero*! [a native stew].

SR. INFANTE. Your thorns do not pierce me.

SR. MENECHINI. How could they pierce a hide such as yours?

SR. INFANTE. Shut up, satyr. I have your bed made (i.e., all is in readiness) in order to denounce you. You will not escape me.

SR. MENECHINI. Don't be unhappy.

SR. SALINAS... The only thing I said was that if one speaks of a woman...

SR. INFANTE. Shut up, fool! No woman would listen to you. She who would attend you would be an unfortunate one.

SR. ARGIBAY. This is not the statement of a legislator but of an escaped inmate of the psychiatric institute.

SR. INFANTE. Come now, no more. Go back to La Banda to play *tuba* [a gaucho game]....

SR. ARGIBAY. Madman!

SR. INFANTE. Animal! Take the molasses out of your hair!

SR. MENECHINI. This is outside the question.

SR. INFANTE. Shut up, ignoramus!

SR. MENECHINI. This is outside the question.

SR. INFANTE. Little godfather of the violet, why do you not return to Campo Gallo and play with your slingshot?

SR. MENECHINI. Quick! Quick! a straitjacket for this madman!

SR. INFANTE. What a *médico*! [Meneghini is a doctor.] You do not have a single client.

SR. MENECHINI. Shut up, witch doctor, country curer. [Infante is also a doctor.]

SR. INFANTE. Look at this doctor of childbirth! What woman that he attends is going to revive? Faun! Satyr!

And after a little while, the report states, the session ended tranquilly.



Having no metal kettles, Indian women made maple syrup by repeatedly dropping hot stones into bark vessels containing maple sap.

Enjoy the treat of real maple sugar flavor

Long before the white man, the Indians discovered that delicious syrup could be made from the sap of the maple tree. But their primitive methods could not produce the smooth and uniformly rich flavor you get in our Vermont Maid Syrup.

We choose maple sugar with a rich, full flavor, then blend it with cane sugar. This makes the maple flavor uniformly rich and delicious. Get Vermont Maid at your grocer's.

Perick & Ford, Ltd., Inc.,
Burlington, Vermont.



Vermont Maid Syrup



MY GOODNESS...
SUCH GOODNESS



Welch

QUALITY CANDIES

Frankly speaking about radio-phonographs

In selecting your new radio-phonograph, be sure to compare Magnavox with all others, regardless of price. Because high quality is usually associated with high price, it may seem inconsistent that Magnavox—recognized as the world's finest reproducing instrument—should actually be low in price. That is why we suggest comparison.

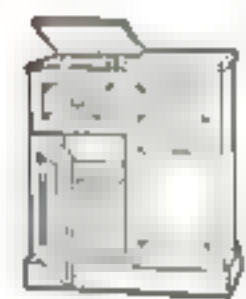
★ ★ ★

For example, don't judge the *Traditional* by its comparatively low price of \$235.00. It contains all the essential elements of other, much higher-priced instruments. Its nine-tube radio chassis has a power output of 10 watts, operating a high fidelity 12-inch Magnavox speaker. It includes such refinements as separate bass and treble controls, compensated volume control and precision tuning dial.

★ ★ ★

The completely automatic precision record changer and noiseless permanent stylus pickup are as fine as modern engineering skills have been able to devise.

★ ★ ★



This model, with genuine static-free Armstrong FM (an optional feature) is priced at \$300. It contains

seventeen tubes (including two rectifiers and tuning eye).

★ ★ ★

The cabinetry, as you can see, is truly beautiful, and is constructed as fine furniture. The body of the cabinet is made of $\frac{3}{4}$ " and 1" panels framed with costly hardwoods, all bonded together with screws and glue. The mellow, hand-rubbed finish is as fine as that on any furniture in your home.

★ ★ ★

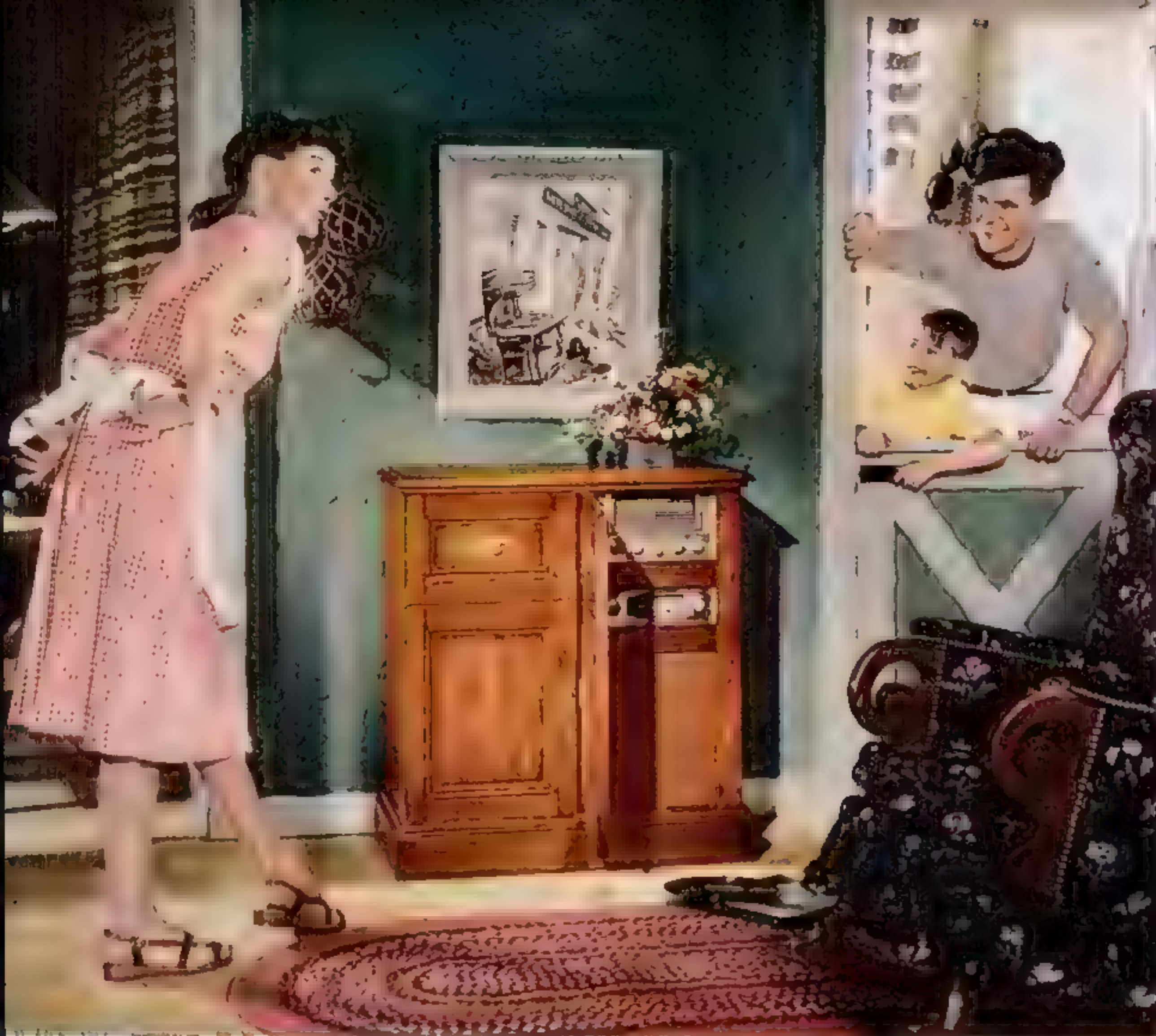
This cabinetry is functional, too, with doors designed to fold back flush, avoiding the unsightliness and hazard of doors projecting into the room.

★ ★ ★

Now—see if you can find these qualities so essential to good tone and lasting satisfaction in any other radio-phonograph selling for less than \$450.00. Look at the difference, and, more importantly, listen to the difference.

★ ★ ★

Besides the *Traditional*, Magnavox makes thirteen other distinctively different models, starting at \$195.50. You may select the one best suited to your needs from a decorative and cost standpoint. Each is an outstanding value in its own field, topped by the *Imperial Windsor* at \$850.00.



Photography: Heller

THE MAGNAVOX TRADITIONAL... Charming authenticity in mellow mahogany. Incomparable value at \$235.

"Our fondest memory..."

---the day our Magnavox came!"

You'll always remember the day Magnavox first entered your home. For Magnavox opens fresh horizons of musical pleasure to all the family...brings new peaks of realism and perfection of tone to your favorite programs and recordings. You'll find lasting beauty in Magnavox cabinetry, too. Fourteen models of flawless design (authentic traditional, to tasteful modern) in furniture of heirloom quality lend themselves to every home decorative plan. As a sound investment for today, tomorrow and through the years, Magnavox is pre-eminent. Efficient manufacture and low-cost distribution give it value beyond compare with any other radio-phonograph at any price. For your nearest dealer consult a classified telephone directory or write The Magnavox Company, Fort Wayne 4, Indiana.

the magnificent
Magnavox
radio-phonograph



The Mayfair. Fine furniture in the modern manner. In white oak or mahogany, an unequalled value at \$195.50. With FM (17 tubes - 14 amplifier, 2 rectifier, 1 tuning) . . . \$263.50.

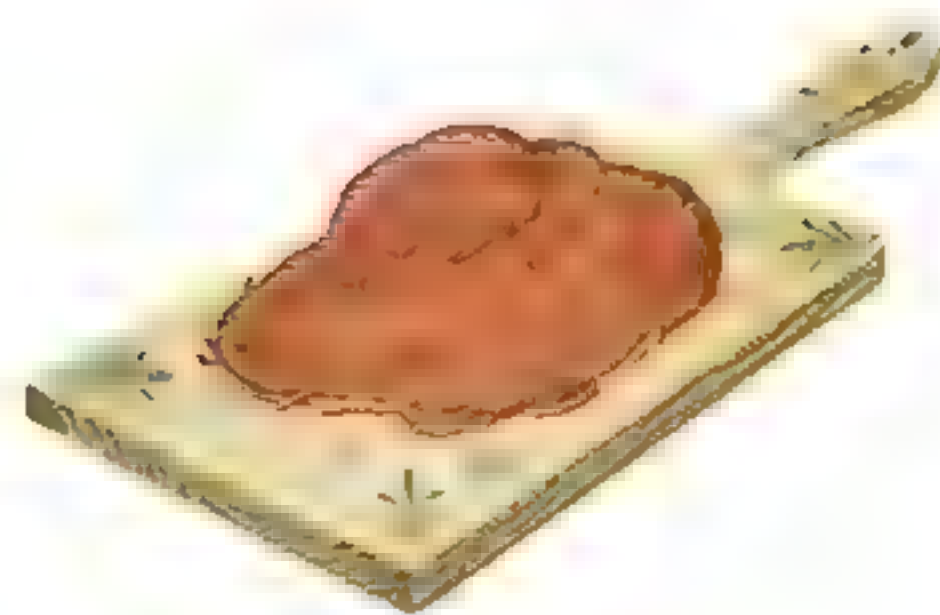


The Provincial. Keved to the trend toward casual living. In beautiful distressed mahogany or walnut finish, \$300.00. With FM (18 tubes - 14 amplifier, 2 rectifier, 2 tuning) . . . \$365.00.

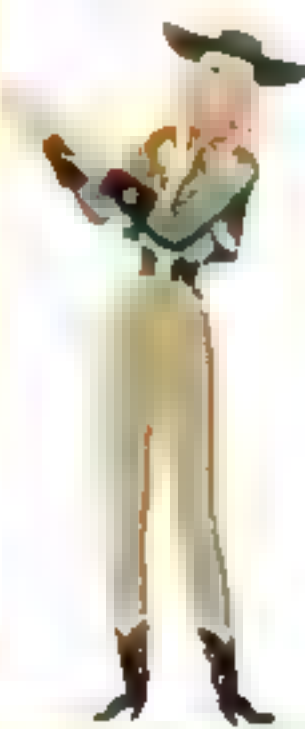


The Belvedere. Authentic Chippendale design for lovers of fine furniture. In mahogany or walnut, \$450.00. With FM (21 tubes - 16 amplifier, 3 rectifier, 2 tuning) . . . \$515.00.

Take a pound of meat a package of spaghetti ...and a can of—



The wonderful cooking sauce
from California!



THAT's the start of spaghetti with meat sauce that's really *something!* (Recipe below.)

And it's so easy to make. For Hunt's Tomato Sauce is ready to use in your favorite recipes. It's tomato through and through! *Kettle-simmered* with fine seasonings and spices to wonderful richness and flavor.

And Hunt's is such a grand *bargain*. It takes more than *four* tomatoes to make one

can, yet this delicious cooking sauce costs you but a *few cents!*

Let Hunt's Tomato Sauce put tantalizing tomato flavor into your low-cost everyday dishes! Meat loaf, soups, rice, stews, fish, eggs, cutlets, vegetables, gravies.

Get several cans of Hunt's Tomato Sauce at your market right away. Made by Hunt Foods, Inc., Los Angeles, California.



Spaghetti—Hunt's Western Style

- | | |
|---------------------------|--------------------------------|
| ¾ cup chopped onion | 1½ cups water |
| 1 clove garlic, minced | 2 tsp. Worcestershire |
| 1 green pepper, chopped | 1 tsp. salt |
| 4 tbsp. oil or drippings | ¼ tsp. pepper |
| 1 lb. ground beef | ½ cup grated sharp cheese |
| 1 can Hunt's Tomato Sauce | 1 8-oz. pkg. spaghetti, cooked |

Lightly brown onion, garlic, green pepper in hot oil or drippings. Add meat, stir till meat loses color. Add Hunt's Tomato Sauce, water and seasonings. Simmer about 30 minutes, then stir cheese into sauce. Pour part of sauce over hot spaghetti, use remainder at table. Serves 4 or 5. This delicious sauce may be made ahead and reheated for use. Try it—and watch your family grin with pleasure!

Hunt—for the best

© Hunt Foods, Inc., 1947.

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You Haven't Got a Ghost of a Chance!



WHAT DO YOU
KNOW ABOUT MY
CHANCES WITH SUE?
ARE YOU A MIND
READER OR
SO-SOMETHING?

IT DOESN'T TAKE A
MIND READER TO KNOW
HOW SUE FEELS ABOUT
BAD BREATH! SO—
BETTER SEE YOUR
DENTIST, JOE!

TO COMBAT BAD BREATH, I RECOMMEND
COLGATE DENTAL CREAM! FOR SCIENTIFIC
TESTS PROVE THAT IN 7 OUT OF 10 CASES,
COLGATE'S INSTANTLY STOPS BAD BREATH
THAT OR G RATES IN THE MOUTH!



LATER—Thanks to
Colgate Dental Cream



COLGATE'S ACTIVE PENETRATING FOAM GETS
IN TO HIDDEN CREVICES BETWEEN TEETH—
HELPS CLEAN OUT CHALKY NOODLE PARTICLES
—STOP STAGNANT SALIVA ODORS—REMOVE
THE CAUSE OF MUCH BAD BREATH



JOE'S SURE IN LUCK
SINCE I SET HIM RIGHT!
NOW SUE LETS HIM HAUNT
HER HOUSE EACH NIGHT!



**COLGATE
DENTAL CREAM**
Cleans Your Breath
While It Cleans
Your Teeth!



Always use
COLGATE DENTAL CREAM
after you eat
and before every date!



ON A PEDestal

**GOTHAM
GOLD STRIPE**
adjustables

**GOTHAM GOLD STRIPE
adjustables***

THE LONG STOCKING THAT FITS EVERY LEG

Tall, medium or small, Adjustables fit you perfectly! All sheer nylon, 30 denier, adjustable top. DARKLING, a dark shade as exciting as the first day of Fall. Buy these stockings at your favorite store. If not obtainable, use coupon below.

GOTHAM HOSIERY COMPANY, INC.
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I would like to buy the stockings illustrated "On A Pedestal." Please send me, through a local store, one pair Gotham Gold Stripe Nylon Adjustables in 30 denier, DARKLING, Style #345, at \$1.65 a pair. My size is..... I enclose Check....., or Money Order..... (Don't send stamps.)

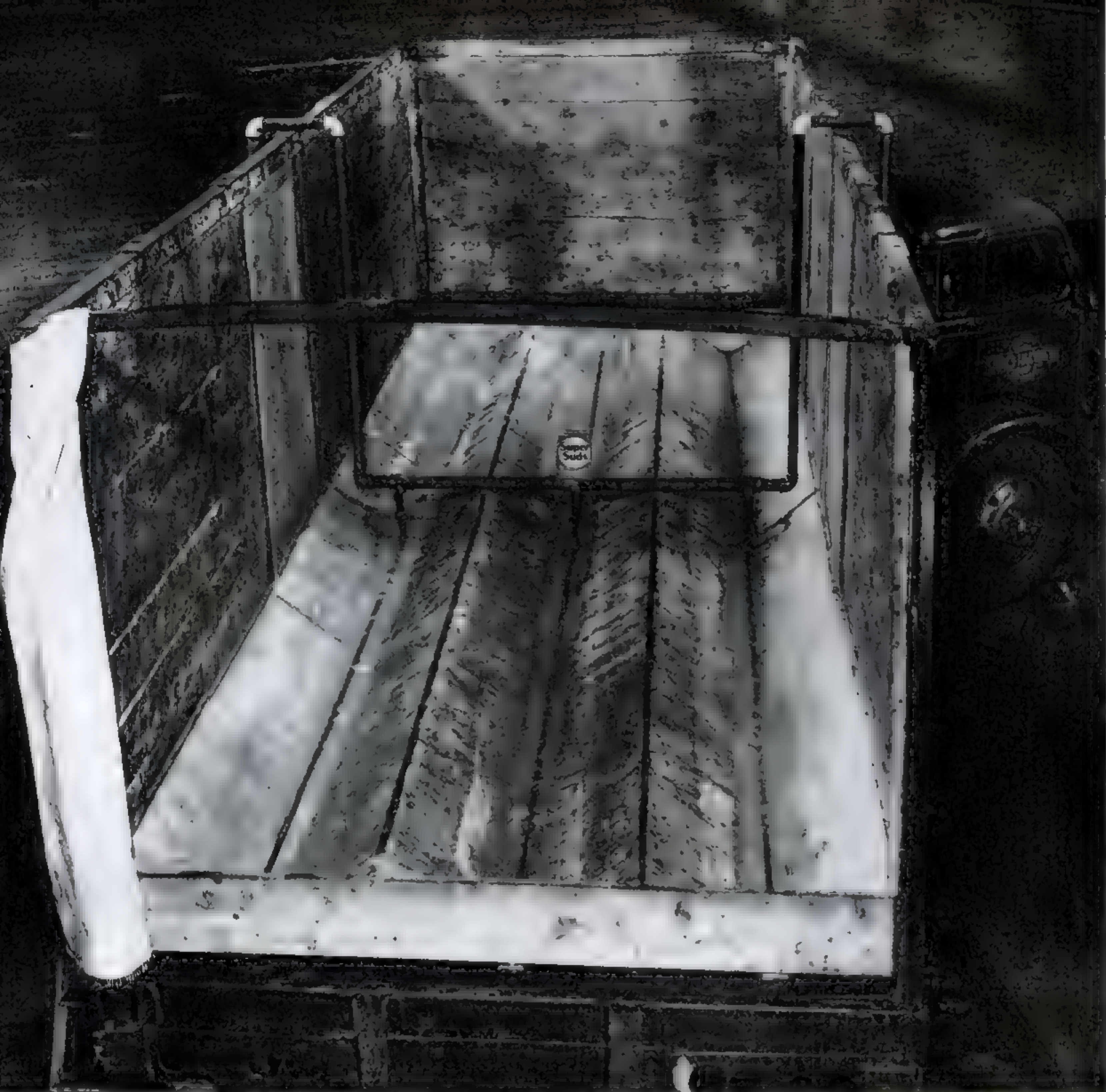
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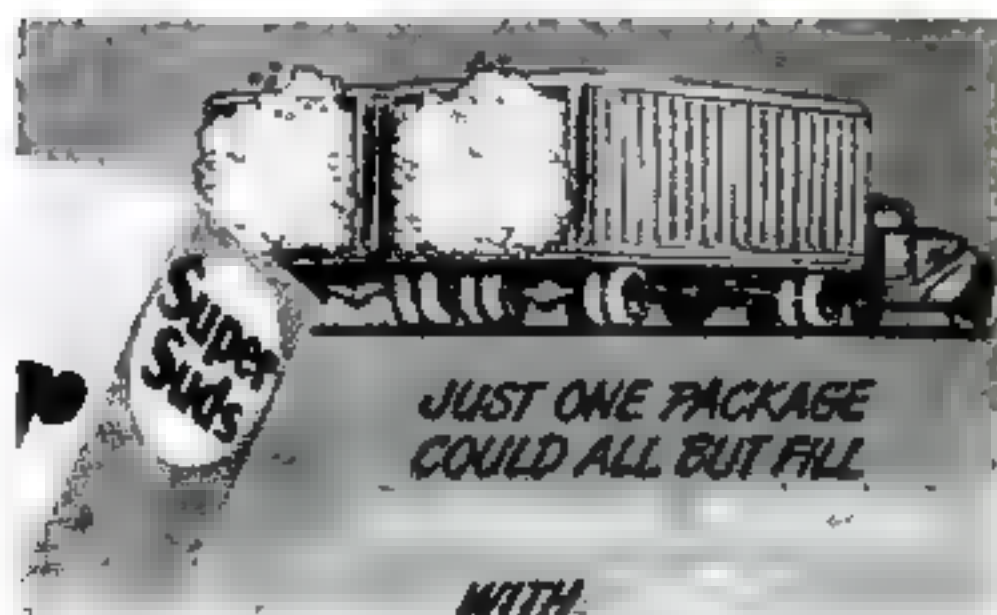
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A 15-TON TRAILER-TRUCK STANDS READY FOR EXPERIMENT. IN CENTER (NEAR A PIPE FOR COMPRESSED AIR, IS ONE BOX OF SUPER SUDS

SPEAKING OF PICTURES...

... SOAPSUDS PROVE AN ADMAN'S CLAIM



QUESTIONED ADVERTISEMENT shows 800-cubic-foot trucks filled with suds. Offer a 15-ton freight car.

The U. S. housewife, though she appreciates the power of a perfume, the dangers of unsightly hair and the conclusions of independent tobacco experts, sometimes permits herself to be skeptical of the claims set forth by zealous admen. One current advertising campaign that has been hard for her to believe claims that "just one package" of Super Suds can fill with suds two trucks (left) or a whole freight car, a railway coach, etc. Recently LIFE challenged the admen to prove it.

The admen marveled that they had tested the claim "mathematically" in a laboratory washing ma-

chine, hastily passed the ball to the manufacturers, the Colgate-Palmolive-Peet Co. Manfully they obtained a huge truck about equal in capacity to the two smaller trucks in the ad. The bottom was lined with three troughs of borax softened water (above). In each ran a perforated pipe connected to an air compressor. Then the soap was scattered in the water, compressed air hissed into it, the truck began to bubble up like a sardel of warm beer. Ten minutes later a nervous assembly of technicians and vice presidents exhaled happily. LIFE had recorded that Super Suds had indeed (right) told the truth.



AFTER THE TEST Colgate's vice president in charge of advertising, Robert A. Healy, atop a stepladder, happily

puffs at a handful of suds which overflowed the 1,250-cubic-foot trailer-truck. With an estimated 300-cubic foot

of suds overflow, the ad's claim was proved. Laboratory tests showed that one box makes 2,300 cubic feet of suds.

Who's boss at breakfast
— you or your Toaster?



See the General Electric Automatic Toaster at your dealer's. \$18.95 (plus tax)

Now General Electric Automatic pops toast up—or
keeps it warm till you're ready!

Eat your toast when YOU want it!



This General Electric wonder has a special new feature: it will keep your toast hot and crisp till you're ready for it . . . or pop it up if you choose.

Toasts each and every slice to YOUR taste.



Light, medium or dark. Just set the knob—and this General Electric Toaster takes over. Doesn't matter if you're toasting one slice or twenty!

So quick to clean!



This General Electric Toaster has a snap-in crumb tray for cleaning that's quick and easy! The tray snaps in and out . . . can be wiped clean in 10 seconds! General Electric Company, Bridgeport 2, Conn.

Toast to your taste—every time!

GENERAL  ELECTRIC

SPEAKING OF PICTURES

CONTINUED



SOAPSUDS are sprinkled in water covering the metal-lined truck floor.



BUBBLES RISE as compressed air from pipes in truck bed churns soap.



HIGH POINT of the test comes when the air is shut off and a mass of gleaming suds threatens to engulf Vice President Healy and his box of Super Suds.



SMILING SUPER SUDS PERSONNEL were missed when a photographer perched high up on a garage beam kept referring to their product as "Rinso."

Nashua—now brings you a really **NEW** kind of blanket!

In 9 unsurpassed colors—
and white that stays white!

All these extra advantages, too!

Warmer than many blankets costing up to
twice as much

Money back if damaged by moths within
5 years

Lightweight, deep “frosted” nap

A full 7½ feet long

Washable in mild suds

Here's modern magic for you—fairy-tale colors in a beautiful blanket made scientifically warm by the genius of Nashua scientists! Several million women who were lucky enough to get this “wonder” blanket before the war—love it. Now *your* store is ready to supply you with all the Nashua Purrey* blankets you want.

A patented** scientific blend of 88% rayon, 12% wool makes it light, yet warm—a perfect year-round blanket. Resistant to moth damage, too, a money-back guarantee for 5 years! At this modest price, you can afford a luxurious Nashua blanket for every bed!

*Reg. U. S. Pat. Off. **Patent 2,208,533

—and only \$**6**⁹⁵

SLIGHTLY HIGHER IN THE WEST

Nashua ALSO MAKES BLANKETS OF COTTON AND MIXED FIBERS . . . NASHUA COMBED PERCALE SHEETS . . . NASHUA HEAVY-DUTY MUSLIN SHEETS . . . INDIAN HEAD COTTON

FRESHLY *Minted*



Bright with cool, tangy flavor, Clark's Tendermint gum sparkles with a specially fragrant *freshness* all its own. Why? Because Clark's fine mint is grown and picked by experts — gathered at the early-morning flavor-peak of its ripe tenderness. Try Clark's Tendermint and you'll savor the *lasting goodness* of *freshly-minted* gum!

FOR TASTE Clark's

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LIFE'S COVER

The little girl on LIFE's cover this week is Becky Carol Robin, who, along with hundreds of neighbors from the Great Smokies, went to hear the singing and watch the dancing at Asheville, N. C.'s festival of mountain music (p. 63-66). Becky lives on Bailey Mountain in nearby Madison County. Deeply absorbed by the oldtime square dancing, Becky left her place in the audience, wandered up to the stage and rested her diminutive chin on the edge of the dance floor, where LIFE Photographer Gene Smith, beguiled by her rapt expression, took this picture of her and the one on page 61.

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The Long and Short of it ... Kayser Nylons



Kayser's famous
"Fit-All-Heel" ...
guaranteed not to twist!

Kayser makes 3 "Fit-All-Proportions"

Debs, Mids and Longs ...

knits them proportionately to give the proper width and stretch at ALL points—top, calf, ankle and instep. So ...

"be wiser, buy Kayser" for perfect fitting nylons! Ask for Kayser "Stylons"

At the nicest stores, 1.50

Be wiser—buy

KAYSER

HOSIERY • GLOVES • UNDERTHINGS • LINGERIE



Before the baby comes

The coming of a new baby used to be a secret carefully guarded from other children in the family—but today it's an event happily anticipated by all.

In this way a child is welcomed into the family circle even before it's born, and a firm foundation is laid for its future sense of security.

Unfortunately—as children grow up—this feeling of security may be shaken in many ways. But future financial security can be assured through The Prudential—for Prudential can actually provide a family with financial peace of mind. A Prudential program may be planned to cover the cost of the children's education, to pay the balance of the

mortgage on your home, to take care of the family if you should die. And Prudential makes these provisions through practical low cost policies readily adaptable to your own particular family needs.

Any Prudential representative will be glad to show you how you can protect your family through a Prudential plan drawn up especially for you. Make a date to have a talk with him about this now.

★ ★ ★

Enjoy the Prudential Family Hour, with Rex Stephens—
Sunday afternoons, CBS. And the Jack Bevel Show
Every morning, Mondays through Fridays, NBC.



THE PRUDENTIAL

INSURANCE COMPANY OF AMERICA

A mutual life insurance company

HOME OFFICE NEWARK, NEW JERSEY

THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



IN A PARIS STREET MARKET CONGRESSMEN WOLVERTON OF NEW JERSEY (CENTER) AND KEOGH OF NEW YORK EXAMINE SCRUBBY TOMATOES AT ABOUT 9¢ A POUND

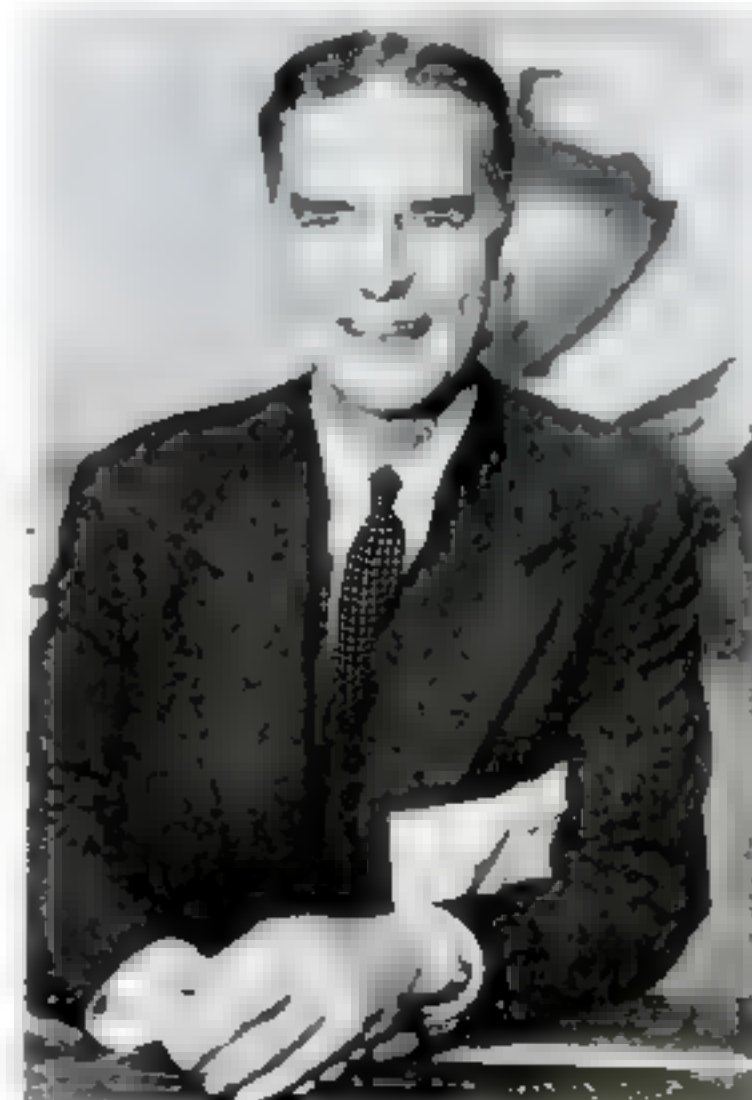
U.S. CITIZENS LOOK AT EUROPE

Official and unofficial tourists find out for themselves why recovery lags

One newsworthy thing about Europe this fall is the number of Americans who are there. By year's end about 300,000 U.S. citizens—more than traveled abroad any year of the '30s—will have visited Europe. They include businessmen, farmers (pp. 34-35), just plain tourists. Whatever their status, they are getting a firsthand impression of Europe's food shortage, war damage and economic stagnation. The opinions they bring home to their friends and neighbors are bound to play a large part in shaping America's attitude toward aid to Europe.

Among the tourists were about a hundred congressmen who will have a chance to vote their convictions. One group is a special House committee headed by Chris-

tian A. Herter of Massachusetts (right), who decided five years ago to become a government expert and ran for office. Today he is one of the most respected men in Congress. In Europe his committeemen poked into market stands (above), talked to cabinet ministers and ordinary citizens, assembled 17 trunkfuls of data. When they returned last week on the *Queen Mary*, they announced that they were impressed by Europe's need but also by its complacency—they had found too many Europeans who were sitting back waiting for the U.S. to play Santa Claus. This combination of hardheaded realism and awareness of Europe's plight was exactly the kind of talk likeliest to get the Marshall Plan passed by Congress.



CONGRESSMAN HERTER views New York harbor after his six weeks in Europe.



TOURIST EMERSON SMITH FINDS BATHING IS A PROBLEM IN PARIS APARTMENT



STUDYING PROBLEM OF SHIPPING FOOD TO EUROPE, CONGRESSMEN INTERVIEW

THE VISITORS POP UP ALMOST EVERYWHERE

However unlikely a spot you chose, you could stand anywhere in Europe this autumn and see an American walk past sooner or later. In a third-floor apartment on Paris' Rue Weber a young South Carolinian named Emerson Smith, who saved the money for a trip while he was in the Air Force, was learning how to bathe in spite of France's hot-water

shortage (upper left). American models combined business with their sight-seeing; American tourists filled Paris hotels, eagerly sought to explore Paris night life. Busiest and most widely traveled of all the tourists, however, were congressmen. At one moment they would be discussing shipping problems in an elegant office of France's Ministry of Merchant



CONGRESSMAN TABER (center) visits a D.P. camp. Unlike colleagues, he said he found no hunger.



LENIN PORTRAIT in House of Culture maintained by Russians in Berlin is examined by Congressmen Mundt (left) and Jarman.



FROGS' LEGS on sale in Paris intrigue Congressman Wolverton, who picks one up for a better look.



ANDUZE VARIES (AT DESK) AT THE MINISTRY OF THE FRENCH MERCHANT MARINE



A DIGNIFIED D.P. GUIDES CONGRESSMAN CANNON (LEFT) THROUGH HIS BERLIN CAMP

Marine (above). The next they would be surveying the frog's-leg supply in Paris markets (below).

Thus was no such pleasure junket as congressmen have been prone to take in peacetime summers. The legislators worked long hours and did a minimum of partying. Probably the trip only reinforced the prejudices of some of them, like New York's nickel-

nursing John Taber, who once fell asleep while a colonel was explaining the operation of German newspapers and radio stations and awoke to inquire belligerently, "How much will it cost?" But most of them gained a new insight into Europe's problems, the threat of chaos and Communism and the kind of American aid that would best help in helping the

Europeans to help themselves. Their trip was a great strain on embassy staffs that had to make the travel arrangements. But after one committee left Rome an embassy official told LIFE Correspondent Emmet Hughes, "It may surprise some people who like to poke fun at traveling congressmen, but, damn it, these people have worked hard and traveled hard."



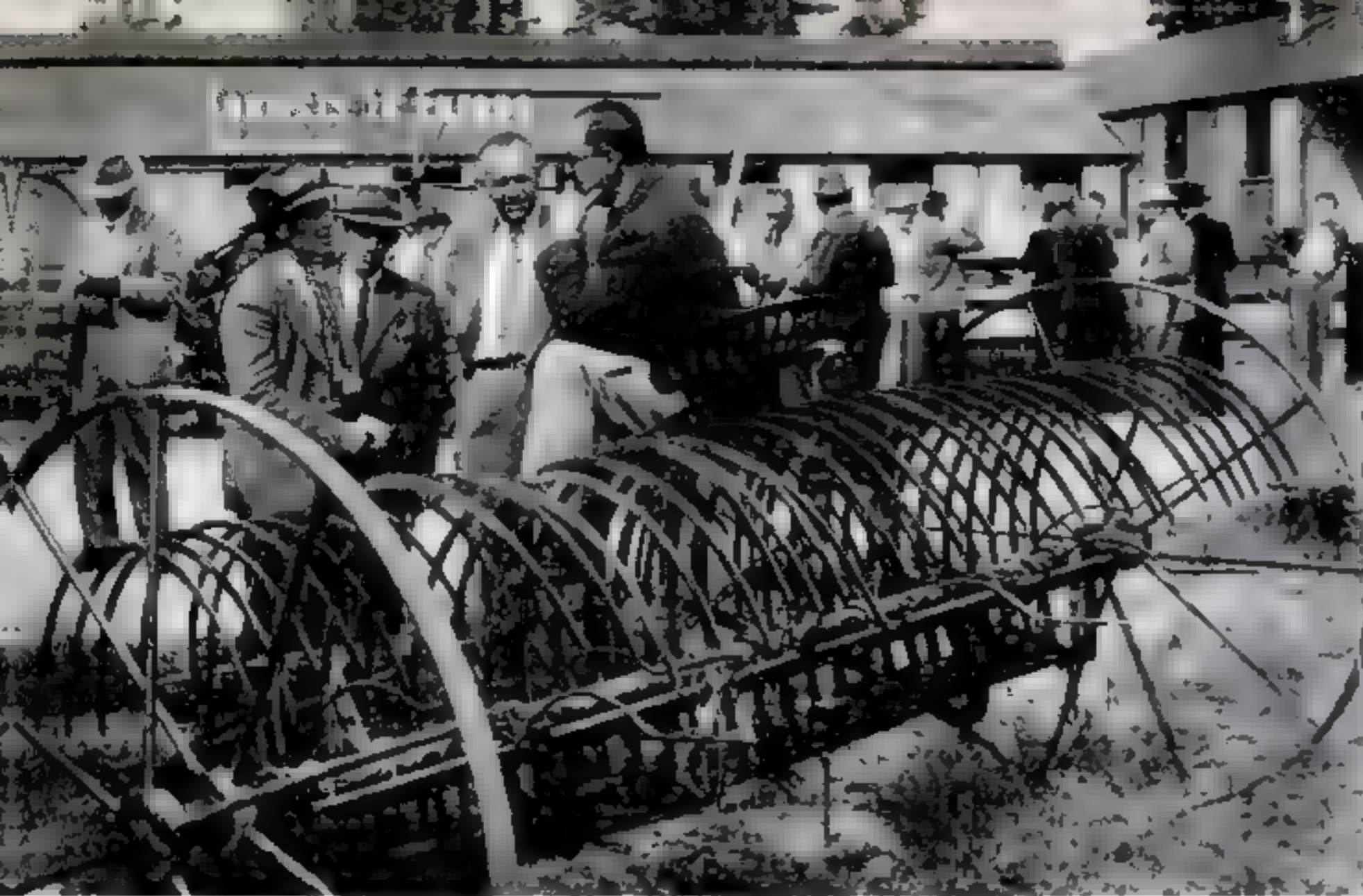
MODEL near Quai d'Orsay is photographed by Louise Dahl-Wolfe for a story in *Harper's Bazaar*.



ICE-CREAM STAND at Eiffel Tower is patronized by Powers Models Gaby Bouché (left) and Pat Bell, who are working in Paris.



TICKET STAND for nightclub tour attracts Mrs. Elcey Martin of Bellingham, Wash. and her escort.



OBSOLETE MACHINERY impressed farmers as one of major factors in Europe's agricultural crisis. In England they saw an old-fashioned horse-drawn hayrake (*taboret*) and in France (*balot*) they crawled over a threshing machine of a type that went out of use in the U. S. 20 years ago.



VALUE OF LIVESTOCK startled the tractor-conditioned Iowans. At a small farm outside of Paris they admired a team of work horses (*deux*) and estimated its U. S. value at \$60. But they were amazed to learn that the French owner of team had paid \$2,400 for it only two months before.



FARMER MELVIN APEL DANCES WITH A SHOWGIRL

IOWA MISSION

Twenty-two tough-minded farmers visit Europe to investigate problems, needs and night life.

The most unusual of the visitors to Europe this summer and fall were 22 substantial Iowa farmers who paid their own way, stayed a month and missed practically nothing. Although, like all tourists, they spent one gay evening in Paris' undressed nightclubs (*opposite*), the farmers were much more interested in pigs (*below*) than in the Place Pigalle. In their crowded month the travelers inspected agricultural methods and inquired into food needs in England, Scotland, France, Switzerland, Luxembourg, Belgium, Holland and the British, French and American zones of Germany. Unlike some recent visitors the farmers claimed no cosmic knowledge of European problems on their return. But the flying visit had been enough to convince them that Europe needs immediate food shipments and better farm machinery. "Only by seeing it," said one, "can you appreciate the fullness of the problem."



FRENCH SWINEHERD exhibits pigs for farm's owner and Farmers Howard Waters of Danville, Melvin Apel of Rudd and Arthur Meyer of Davenport.



A NIGHTCLUB IN PARIS' FAMED PLACE PIGALLE
PRESENT 1947 VERSION OF OLD QUESTION:
"WILL WOMEN KEEP 'EM DOWN ON THE FARM...?"

THE STATE OF THE SOUTH

IT IS GOOD ENOUGH TO PROVIDE A TIMELY MESSAGE FOR CERTAIN OTHER PARTS OF THE U.S.

Are there signs that things down South are looking up? We think so. Not long ago the Richmond *Times-Dispatch*, noting that a Negro had come within an ace of making the Virginia legislature, calmly predicted that it would not be long until one did. Mass meetings sponsored by the famed Southern Conference for Human Welfare beat a Florida "white primary" bill. The angel of death closed the chapter called Bilbo.

But that's not exactly what we're talking about. For just as on any night another insoluble murder may stain New York City or Chicago, on any night another lynching may disgrace the South. There are bad people on either side of the Potomac.

What presently encourages us about the South, believe it or not, is its status as an international good example. The example takes two forms. If the U.S. is currently dedicated to the policy of trying to understand and live in closer harmony with other nations, then its own South offers a propinquitous proving ground. And if other nations are looking for a pattern of rehabilitation, the South can provide a pointer or two from its own experience.

The Great Tradition

The South, as the late W. J. Cash said, is "not quite a nation within a nation, but the next thing to it." As such the South still remains on many counts a stranger within the American commonwealth. For just as Southern children are taught to this day that King's Mountain was a more significant battle of the Revolution than Saratoga, the children (and quite a few grown folk) of other American regions suffer from similar lacunae with regard to the land, people and tradition of the South. Perhaps a little refresher course on Dixie is in order.

To begin with, the South consists of 11 former Confederate states—minus Texas, which is South by West, but plus a portion of Kentucky which did not secede. Twenty-seven million people live there, one fourth of them Negroes. (The other half of the American Negro population lives elsewhere.) The land of the South, on which stands almost half of all our forests, is included by demographers in that small 10% of the earth's dry surface that is classified as most favorable to mankind. No other constellation of states is so unified by economy, tradition and prejudice, not to say neurosis. For four years in the mid-19th Century the South was an autonomous republic, subsequently sustaining the longest military occupation in modern times—11 years. After eight decades its defeated flag is still manufactured and on occasion displayed. It was to be seen only last week, painted on the nose of the *Robert E. Lee*, the robot-controlled airplane that spanned the Atlantic.

The South is, indeed, the next thing to a nation. The speech in the mouths of its people is unmistakable. That, as Southerners know, is both a liability and an asset. It's hard for the rest of the country to take seriously a spokesman with a languid drawl. But beware the Southern politician or businessman who cunningly unlimbers his accent and regional man-

ner in a deal. It has long been good practice to duck for shelter when your vis-à-vis begins softly and deprecatingly to observe that he is just a poor red-neck from up at the fork of the roads. . . . The Southern businessman doesn't need a nurse. His countrified approach is in some part the South's Revenge, like the Mississippi catfish roe which he passes as caviar at Manhattan cocktail parties.

Nor, to continue this get-acquainted session, are Southerners the political Neanderthals that so much of the rest of the nation imagines them to be. The South gave and has continued to give the rest of the U.S. some of its greatest democratic lessons. Let us promptly skip the fable of the aristocratic Southern cavalier, with his frills and furbelows. In point of fact the South was settled and expanded by plain, tough Scotch-Irish frontiersmen. A look in any Southern telephone book will tell you their names—Stewart, Jackson, Gordon and the rest. These were men more accustomed to the long knife than the dueling ground, and their women wore linsey-woolsey far more frequently than crinoline.

One usually thinks of that liberal hedonist, Thomas Jefferson, the cultivated master of Monticello, as the historical spokesman of Southern political philosophy. But since his time the South has been politically represented more accurately by personalities like Tom Watson of Georgia, whose Populists in the '90s went to the polls, white and black shoulder to shoulder. The New Freedom of Wilson and the New Deal of Roosevelt, whatever the judgment of history may be, were not illiberal movements. The South made both possible. No section has been more alive to America's international responsibilities; its ports and universities are today taking the lead, for example, in closer relations with Latin America.

Smokestacks in the Pines

So much for an introduction of one section of the U.S. to the rest of the country, which may well need it as much as it needs one to Poland.

Now how about the South as an example to those banged-up parts of the 1947 world that find themselves in as much need of precedent as of help? A historian must indeed be extremely cautious of the parallels he keeps. But Thurman Sensing of the Southern States Industrial Council recently pointed out that the defeated and largely ruined South of 80 years ago had no international loans, no Lend-Lease, no food relief or anything else to turn to except the remaining sweat of its blood, sweat and tears. And he suggests that Europe might look to post-bellum Dixie for a profitable precept on how to get out of its present jam. Work like blazes is the simple formula.

The South has not wholly recovered even yet. Southerners (white and black) have the nation's highest illiteracy rate, highest infant mortality rate and an annual income about half that of the national average. The South cannot yet feed itself because it must export its fertility in the shape of corn and cotton. It also exports its illiteracy on a big scale because, although the South spends proportionately

more of its meager wealth on education than any other section, it also raises more children. And some of the children have to go elsewhere to make their living.

So goes the bad news. To return to the good: cotton as a crop has not been king all over Dixie for some years past. The value of livestock is now greater in Georgia than cotton. The South is *almost* feeding itself. Southern money is what is needed to fight Southern illiteracy, and money seems to be about at hand.

Between 1900 and 1935 the value of manufactured products in the U.S. increased three and one half times; in the South it increased five times (in North Carolina 12 times). The Southern Railway, which girds the region, reports about 500 new industrial plants on its lines in 1946.

That ought to make everybody happy, notes the skeptical Yankee, except the Negroes.

Yes, that's the problem. While one out of four Negro farmers in the South owns his own farm (a property distribution perhaps not equaled by the race elsewhere in the nation), few if any Southerners at this time offer the Negro any civic right beyond the right to vote. The American Negro is still exhibit A among the disadvantaged living in the world's most advantaged country. And that's the part of the Southern story that the South cannot offer as a social blueprint to the rest of the country, or to the world.

What's Wanted

Yet the ultimate solution to the race problem may be easier to arrive at in the South than outside the region. This is because the Southern Negro owes his second-class status largely to the fact that he is in bitter competition with an equally impoverished Southern white man for half a loaf. A lot of fairly smart people believe that there is nothing fundamentally wrong with the South that the creation of about 5 million more good jobs wouldn't fix.

If and when that happens, the average Southern income would reach the national level. Another \$12 billion consequently would be poured into the American economy to the benefit not only of the South, but of one and all. Competent reporters see that day coming.

Let's all hope so. Let's hope so for the good of the whole U.S. And also because it is the just desert of a sturdy, self-reliant people who have come a long way up from ruin.

PICTURE OF THE WEEK: ➔

On Oct. 7 just before supertime 3-year-old Louis Dunton wandered from his yard at Fitzwilliam, N. H. to hunt berries. His parents missed him and called the sheriff. The sheriff called a floppy-eared bloodhound named Queenie. Although she had never done search duty before, Queenie smelled Louis' clothes, then went thrashing confidently through a swamp. Two miles she led the posse, and at 1 a.m. she stopped on an old wood trail. There sat Louis, unharmed but wide-eyed with fright (opposite) as he stared into Queenie's sad face. He was also naked as a sapling. For reasons best known to himself, he had taken off all his clothes



NAKED BUT UNSCRATCHED, 3-YEAR-OLD LOUIS DUXTON
STARES IN OPEN-MOUTHED TERROR AT THE BLOODHOUND
WHICH FOUND HIM AFTER EIGHT HOURS IN THE WOODS



DESIGN FOR CONSERVATION The huge design above is the climax of a one-day demonstration of soil-conservation methods in Licking County, Ohio. The stripes and stars were carefully drawn with lime. The exhibition, called Opening of the Second Frontier, covered 208 acres, did four years' work in less than 24 hours.



BIG PARTY FOR BIG PARTIES When the Peters sisters, 740 pounds of harmony, arrived in Paris from the U.S., they were welcomed by Paris' 100 Kilo Club, limited to men who weigh at least 100 kilos (220.5 pounds). After expansive greetings the two parties, weighing in all some 1,500 tons, sauntered off (*about*).



DEAD JEWISH BABY Off the shores of Palestine last week the Jewish refugee ship *Medina Yehudit* ("Jewish State") tried to run the British blockade with 4,500 illegal immigrants aboard. Like so many of its predecessors the *Medina Yehudit* was intercepted and challenged. A Royal Navy party went aboard and again there was violence. Tear-gas



bombs were thrown. Choking fumes permeated the ship, and one of the passengers, 6-month-old Haviva Stein, suffocated. The body could have been buried at sea but it was not. The passengers preserved it. When the *Medina Yehudit* docked at Haifa a few days later, the refugees crowded the deck to wave the little body in the faces of British soldiery (*above*) and shout, "You killed her!"



V-2 FROM A SHIP AT SEA The V-2 soaring into the air in the picture above is the first large bombardment rocket ever to be fired from a warship. The experiment was conducted on the flight deck of the U.S. aircraft carrier *Midway* off the east coast of the U.S. After the rocket's launching, flight operations went on as usual.



MARCHING MUSIC FOR HORSES At the wedding of Britain's Princess Elizabeth to Lieut. Philip Mountbatten even the horses must behave themselves. This matter was attended to in the royal stables last week, where attendants played a phonograph (*above*) to accustom the horses to the strains of martial music.



PAST A JOSHUA TREE, huge plant typical of desert country, gallops Rider Brace Tyler during re-enactment of pony express ride from Victorville, Calif. to San Bernar-

dino. Riders made such good time that the last one had to wait an hour before starting on the final relay. He would have arrived so early he would have spoiled the final ceremonies.



A COSTUMED "PIONEER" WATCHES THE MAIL ARRIVE

PONY EXPRESS RETURNS

San Bernardino finds horses surprisingly fast

Forty miles of the old pony express route from St. Joseph, Mo. to the West Coast snakes through the Cajon Pass and Joshua-tree country between Victorville and San Bernardino, Calif. Last week San Bernardino staged a celebration and recalled some of the excitement of the old pony express by re-enacting the Victorville-San Bernardino run.

At 3 a.m. Oct. 9, Tony Zanetti, member of a local riding club, picked up a pouch containing 300 letters at the Victorville Post Office, swung it across his saddle, galloped off on the first leg of the journey. Behind him and other riders followed a police car to furnish the postal supervision required by regulations. Behind that car was another bearing postal employees with 4,700 other letters that could not be fitted into the pouch. In short relays seven riders and 15 horses covered the trip in two hours and 25 minutes of actual running time. Their performance was nothing to be ashamed of. The Santa Fe Super Chief, carrying the mail between the two cities, can beat their time by only 45 minutes.



THE LETTERS carried in the pouch advertise celebration promoted by San Bernardino's boosters. Idea for pony express ride came from local stamp club.



THE RIDE STARTS before dawn as Postmaster Frank Chambers (above) hands mail pouch to Rider Tony Zanetti in Victorville Post Office. At a relay point (below) Rider Montgomery passes the pouch along to Rider Funkhouser. A total of seven riders used 15 horses to complete the run.





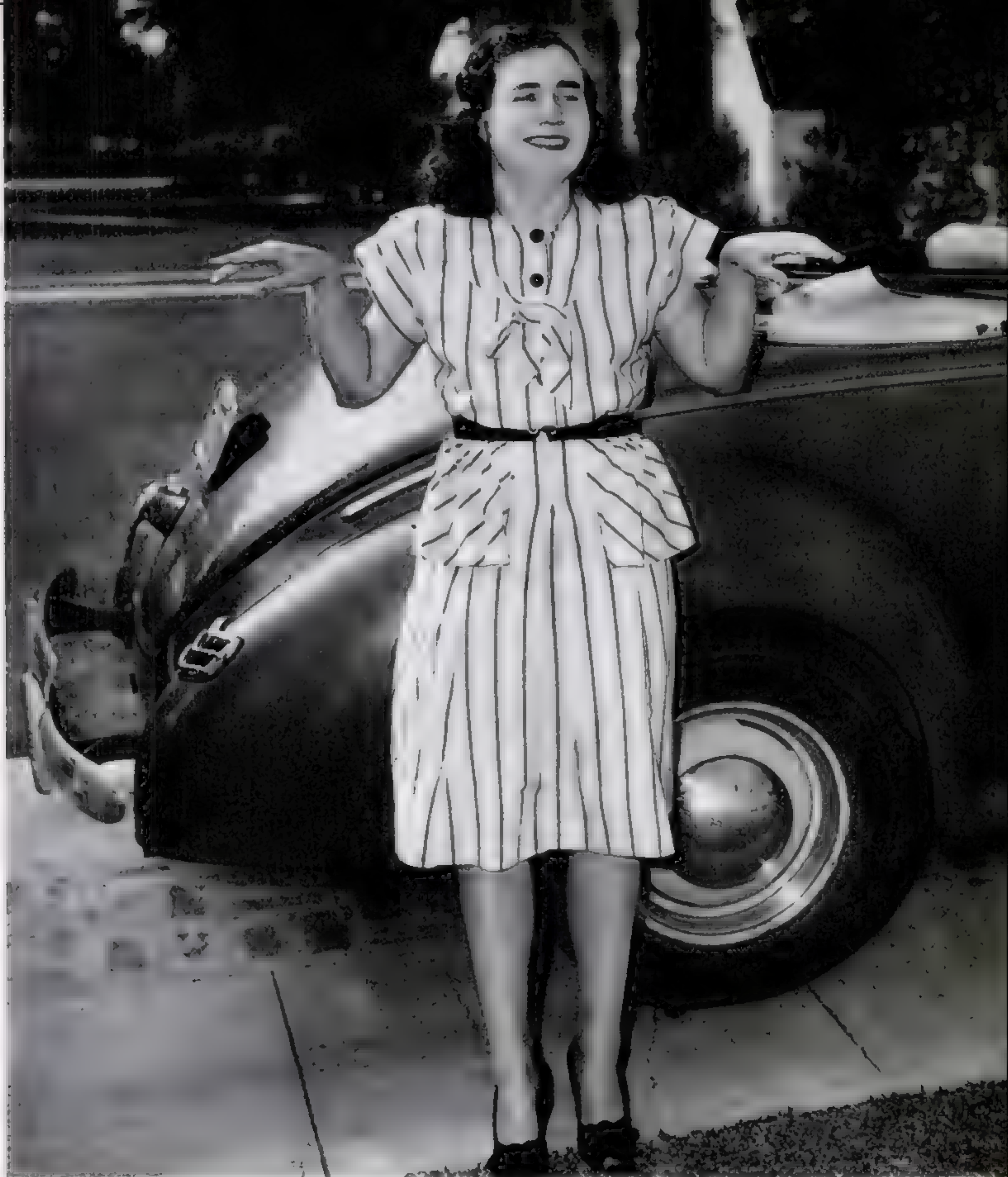
A FORMER CHICAGO HONKY-TONK DANCER, "SATIRA" OBLIGES PHOTOGRAPHERS WITH A PROFESSIONAL STUDY IN SULTRINESS BEHIND BARS OF A HAVANA JAIL

SATIRA IS TRIED

And poses like a bird in a cage

Last April, on a yacht in the harbor of Havana, Cuba, a belly dancer named Patricia ("Satira") Schmidt fought with her lover, John Foster Mee, and shot him. Last week Satira started to tell a Havana court all about it. She met Mee in 1946. Last January she saw him in Cuba. Since "he was a perfect gentleman," she shared a cabin with him

on board the yacht. But soon after Satira discovered to her horror that Mee was married. "Everything changed. A few months later, 'He killed me ... brutally.'" She started to pack, Mee reached for something. She picked up a gun. "Then," concluded Satira, "I heard a noise." Satira is now back in her cell, waiting for the trial to decide her fate.



AN ACQUITTED LOS ANGELES HEIRESS, BEULAH OBLIGES THE PHOTOGRAPHERS WITH AN AMATEURISH POSE TO INDICATE THAT SHE IS NOW AS FREE AS A BIRD

BEULAH IS FREED

And happily makes like a bird

Last March 15 a yacht in the harbor of Newport Beach, Calif. blew up and sank with Walter E. Overell and his wife. The Overells' 18-year-old daughter Beulah and her fiance, George ("Bad") Gollum, 21, went on trial for murdering the Overells to get their money. The prosecution produced Gollum's bloody clothes and a receipt for the dy-

namite. But clever defense lawyers proved most of the evidence circumstantial. Last week the jury returned its verdict: not guilty. Beulah immediately turned her back on her lover, announced she had a date with somebody else. Out of her cell, Beulah promptly planned a suit to collect \$135,000 double indemnity on her parents' insurance.



ROLLING OFF THE HEATH, SMOKE POURS INTO BRITAIN'S WAREHAM FOREST. ALTHOUGH THE BLAZE CUT ROAD (CENTER) FIRE FIGHTERS SAVED MOST OF FOREST

BURNING HEATH

Britain pays for a fine summer
with a series of forest blazes

The British found last month that even the fine, dry air of summer is not free any more. The sunniest August in 50 years warned Britons, but it also turned England's forests and heath tinder-dry. Payment began when a whole series of fires broke out in Dorset, Surrey and Leicestershire. One of the worst was on Dorset's Wareham Heath.

The Wareham fire blazed across the heath for four days, sending flames leaping 150 feet into the

air and occasionally exploding ammunition left behind by maneuvering troops. It cut the Wareham-Bere Regis road and burned a part of the 2,500-acre Wareham Forest reserve, before fire fighters finally stopped it.

Although by U.S. standards the fires were on a minor scale, in the British Isles they added up to another of the major disasters, natural and man-made, that have plagued Britain since war's end.

IT'S HERE-CAMPBELL'S TOMATO SOUP-NEW PACK!



*SO STOCK UP NOW
ON THIS BEST-LIKED SOUP!*

Another autumn's here—and with it another opportunity to stock up on America's favorite—Campbell's Tomato Soup. How well you know its bright, inviting look; its welcome, steaming fragrance; the deep enjoyment you get from every brimming spoonful! That comes first of all from the tomatoes Campbell's use—tomatoes specially grown from special seed, tomatoes so full of flavor, so rich in healthful vitamins. And, second, from Campbell's exclusive recipe, which adds golden table butter and gentle seasoning—to make "the soup most folks like best." So buy it now. Keep it handy. Enjoy it often.

Campbell's
TOMATO SOUP

LOOK FOR THE RED-AND-WHITE LABEL

*IT'S CAMPBELL'S TOMATO SOUP
WEEK...OCTOBER 16-25
Stock up
time!*



Spring is here again... it's Birds Eye Asparagus Time!

THIS is the eatingest eating that ever made an asparagus lover pass his plate the third time...
... tender, young Birds Eye Asparagus Spears, blanched in a sauce of delicate, pink Birds Eye Shrimp and grated Parmesan cheese.

Birds Eye Asparagus has the flavor of spring in

every green *tip*—and we mean all-edible tip, not more than 5 inches long! And their farm-freshness is *quick-frozen in*.

As for those Birds Eye Shrimp—no finer shrimp ever sauced a dish—not even in New Orleans.

Come on—try “Spears in a Blanket.”



12 OZS. BIRDS EYE ASPARAGUS SPEARS

equal $1\frac{1}{2}$ lbs. untrimmed asparagus! A real economical buy. What's more, Birds Eye cleans each carefully trimmed stalk *thoroughly* before quick-freezing in its delicious flavor. You just cook the green beauties.



EATING'S PURE JOY when Birds Eye does so much of the work for you. Better try *all* those heavenly Birds Eye Foods. Tonight, for instance, try Birds Eye Mixed fruits. *Four* glorious, sun-ripened fruits in *one* package—red raspberries, apricots, boysenberries, and seedless grapes. *Sugared* before freezing.



YELP, LADY, YELP if anyone tells you that other brands of quick-frozen foods are the “same as” Birds Eye! *It just isn't so.* There is *only one Birds Eye*—quality with money-back guarantee.



PRODUCTS OF GENERAL FOODS

Spring-fresh Recipe for “Spears in a Blanket”

1 box Birds Eye Asparagus Spears, cooked
1 box Birds Eye Shrimp, cooked and peeled
4 tablespoons butter
3 tablespoons flour
 $1\frac{1}{2}$ cups milk

$\frac{1}{2}$ cup grated Parmesan or Swiss cheese
 $\frac{1}{2}$ cup cream
1 egg yolk, slightly beaten
1 teaspoon salt
Dash each of pepper, cayenne, nutmeg, and paprika

Cook farm-fresh Birds Eye Asparagus Spears as directed on package. Also cook, peel, clean the ocean-fresh Birds Eye Shrimp as directed.

Melt butter in saucepan, add flour, and stir until smooth. Add milk gradually, stirring constantly. Then cook and stir until thickened. Add cheese. Combine cream with egg yolk and add gradually, stirring constantly. Add seasonings. Cook and stir over low heat 2 or 3 minutes. Add shrimp.

Arrange asparagus in shallow baking dish, cover with shrimp sauce, and sprinkle with paprika. Brown in broiler 2 minutes. Serves 4 to 6.

COMINTERN IS REVIVED

Europe's Communists mobilize against the U.S.

For weeks Russian abuse of the U.S. had grown ever more vindictive. The Moscow press, day after day, pictured Uncle Sam as Uncle Shylock and the Statue of Liberty as the kept woman of Wall Street. Last week this campaign of vilification was translated into concrete action. The Soviet Union revived the Comintern, the prewar agency designed originally to foster world revolution.

On Oct. 5 it was announced that Communists of nine nations had met secretly in Poland to unify strategy for the war against U.S. "dollar imperialism." This, of course, meant the Truman Doctrine and the Marshall Plan. Belgrade, Yugoslavia, was designated as the seat of the "information office" which will be headquarters of the Red alliance. *Pravda* (and the New York *Daily Worker*) went to some pains to insist that this was not a revival of the old Third International, ostensibly dissolved in 1943, but it looked like an unreasonable facsimile. It was run by the Reds' best brain-trusters, most of whom are shown below.

This Russian decision to end any pretense of "one world" got various interpretations. Some observers believed that it was encouraging proof that the Soviets fear American-sponsored Western European recovery. But it meant a lot more than that. The First and Second Internationals (p. 48) were not tied to any existing state. The Third International (p. 50) was keyed to the Kremlin's interpretation of Marx. Now the revived Comintern was aimed at furthering the expansionist plans of the U.S.S.R. Its probable first objective: to gain domination of France and Italy before the U.S. put the Marshall Plan into effect.



RUSSIAN CARTOON SEES "LIBERTY" AS MARSHALL WITH MONEYBAG



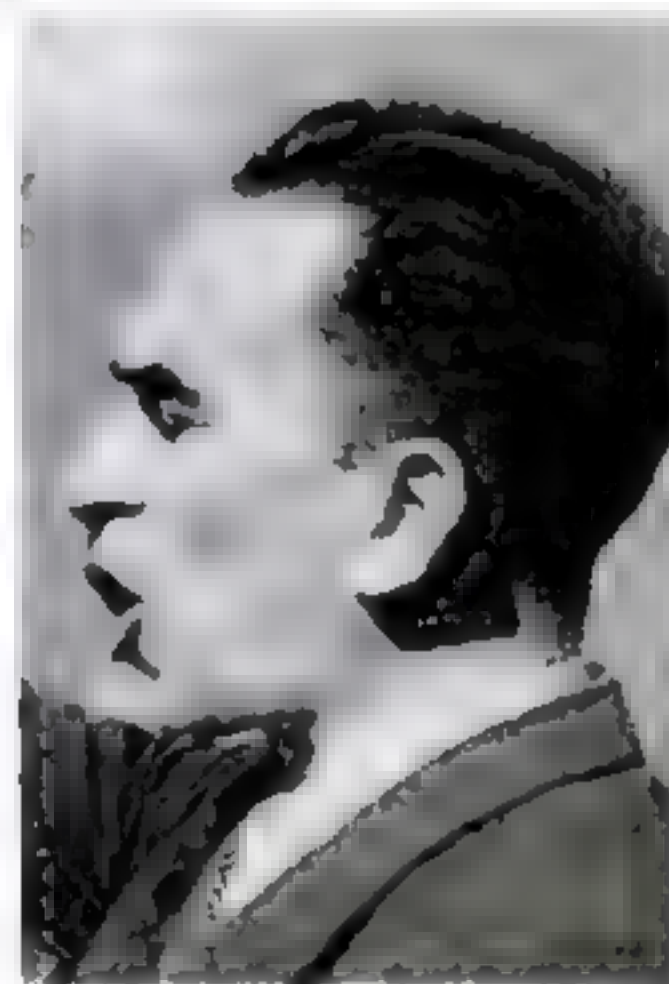
POLITBURO LEADER Andrei A. Zhdanov, who may succeed Stalin, was the top Soviet official at Polish conference which set up the new Red alliance.



ANOTHER RUSSIAN, Georgi M. Malenkov, was present in Poland. He is a rival of Zhdanov and was formerly a private secretary to Premier Stalin.



ROMANIA was represented by fabulous Ana Pauker, a long-time Communist and considered brains behind Romania's Red-dominated regime.



ITALY sent sinister-looking Luigi Longo, who fought for the Loyalists in Spain and led 150,000 Italian Partisans against Nazis in World War II.



POLAND, the host nation, had Vice Premier Wladyslaw Gomulka at conference. Like the other delegates, he is one of the party's intellectual leaders.



FRANCE sent its No. 2 Communist, Jacques Duclos. It was Duclos who upset U.S. Communist party line in 1945, got Earl Browder ousted as boss.



YUGOSLAV emissary was Edvard Kardelj, 37, a seasoned Communist who is second to Marshal Tito in Yugoslavia's pro-Stalinist government.



BULGARIA assigned bushy-haired Valko Chervenkov, member of its Politburo, to attend conference. Aging Premier Dimitrov could not make it.

Meet the General Electric Clock with the Shining Face



Morning Star . . . \$7.95 plus tax

The Illuminated Alarm



YES! It is a beautiful alarm clock, isn't it? YES! It has a brand-new feature that you have waited for a long, long time. Read about it!

The new General Electric ILLUMINATED ALARM has a bright and beaming face. Gleaming, translucent, ivory plastic!

Behind this face there is a light. On the back of the clock there is a switch. It turns the light "ON" or "OFF"—as you wish!

When it's "ON," the clock's face lights up brightly. Hands and numbers stand out, even on the darkest nights. This handy clock also serves as a convenient night light. General Electric Company, Bridgeport 2, Conn.

All the modern features!

And, like all General Electric Clocks, the new ILLUMINATED ALARM is:

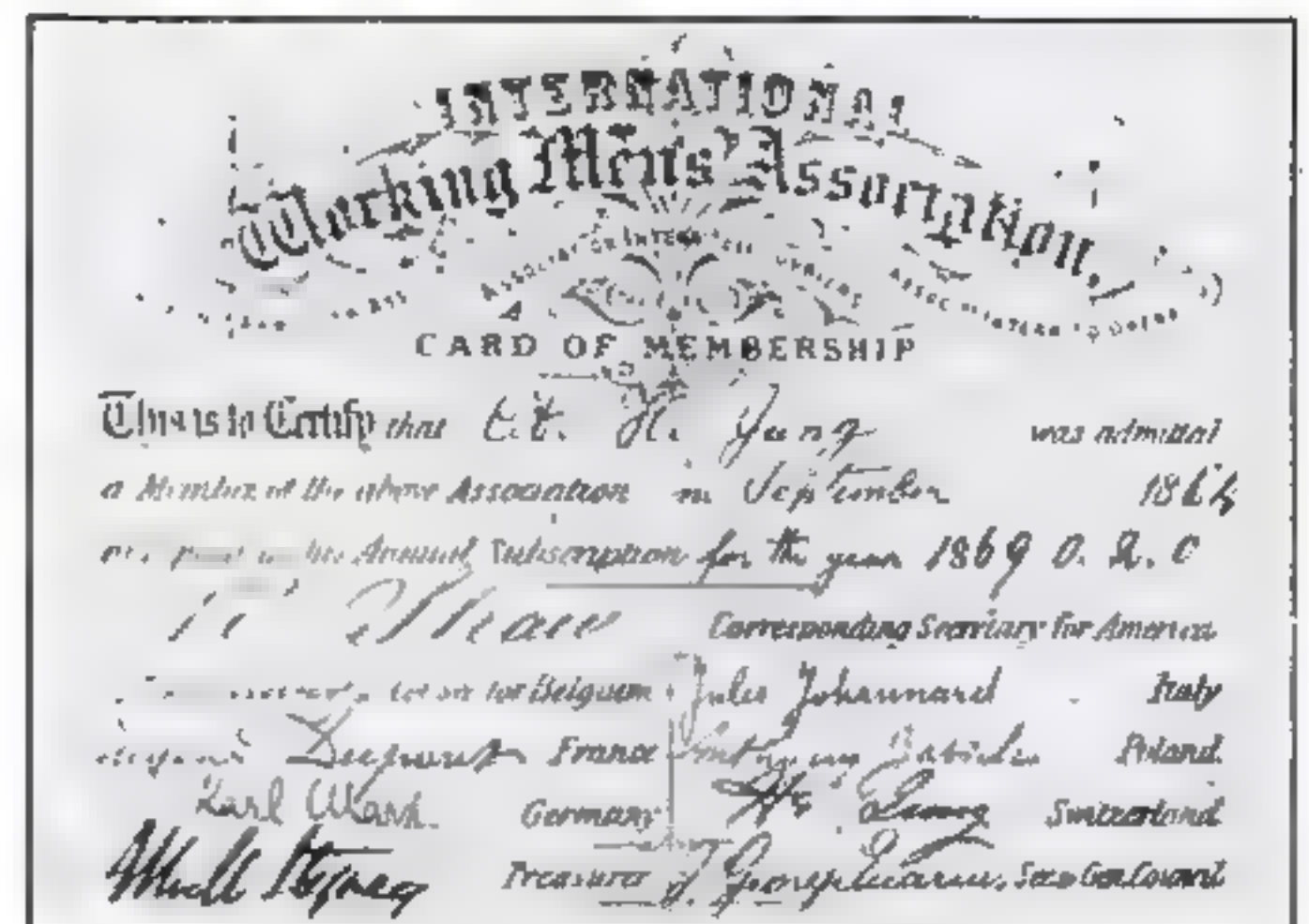
- No Winding**—Runs electrically.
- Noiseless**—No distracting "ticktock."
- Dependable**—Awakes you on time, every time!
- Accurate**—Electrically checked and regulated by your Power Company to correspond with official Arlington time.

Why "wind" a clock today?
Get a General Electric Clock and forget it!

GENERAL  ELECTRIC

Revived Comintern CONTINUED

THE FIRST INTERNATIONAL



MEMBERSHIP CARD in Working Men's Association (I.W.A.), the First International, has signature of Karl Marx. It was founded in London in 1864.



GERMAN THEORIST Karl Marx soon dominated First International, but many countries sent delegates of differing ideas, and Marx had many battles. He sought to sell the doctrine of the dictatorship of the proletariat.



RUSSIAN ANARCHIST Mikhail Bakunin, who opposed theory of powerful state, was Marx's principal foe. Marx won, and I.W.A. headquarters was moved to U.S., but it never flourished here. In 1876 it was dissolved.

THE SECOND INTERNATIONAL



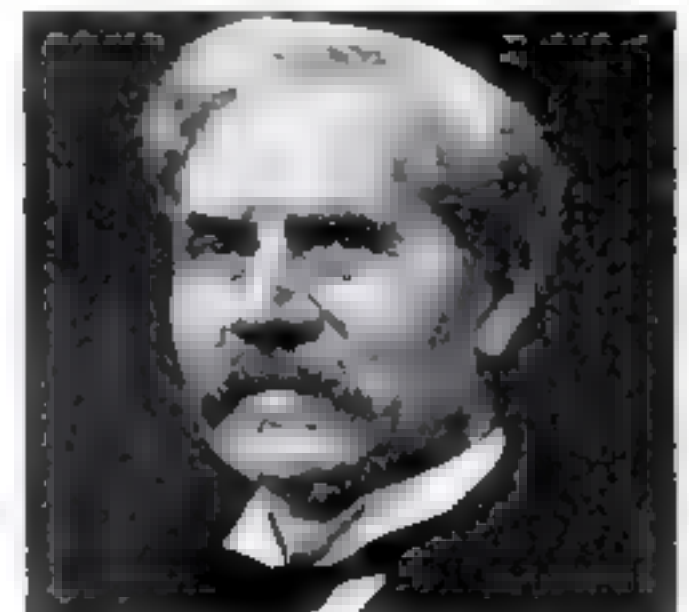
PACIFIST Jean Jaures and other semi-Marxists dominated Second International, founded in Paris in 1889. It lasted until start of World War I.



GERMAN SOCIALIST Friedrich Ebert, later president of Weimar Republic, helped kill International when he supported the Kaiser's war in 1914.

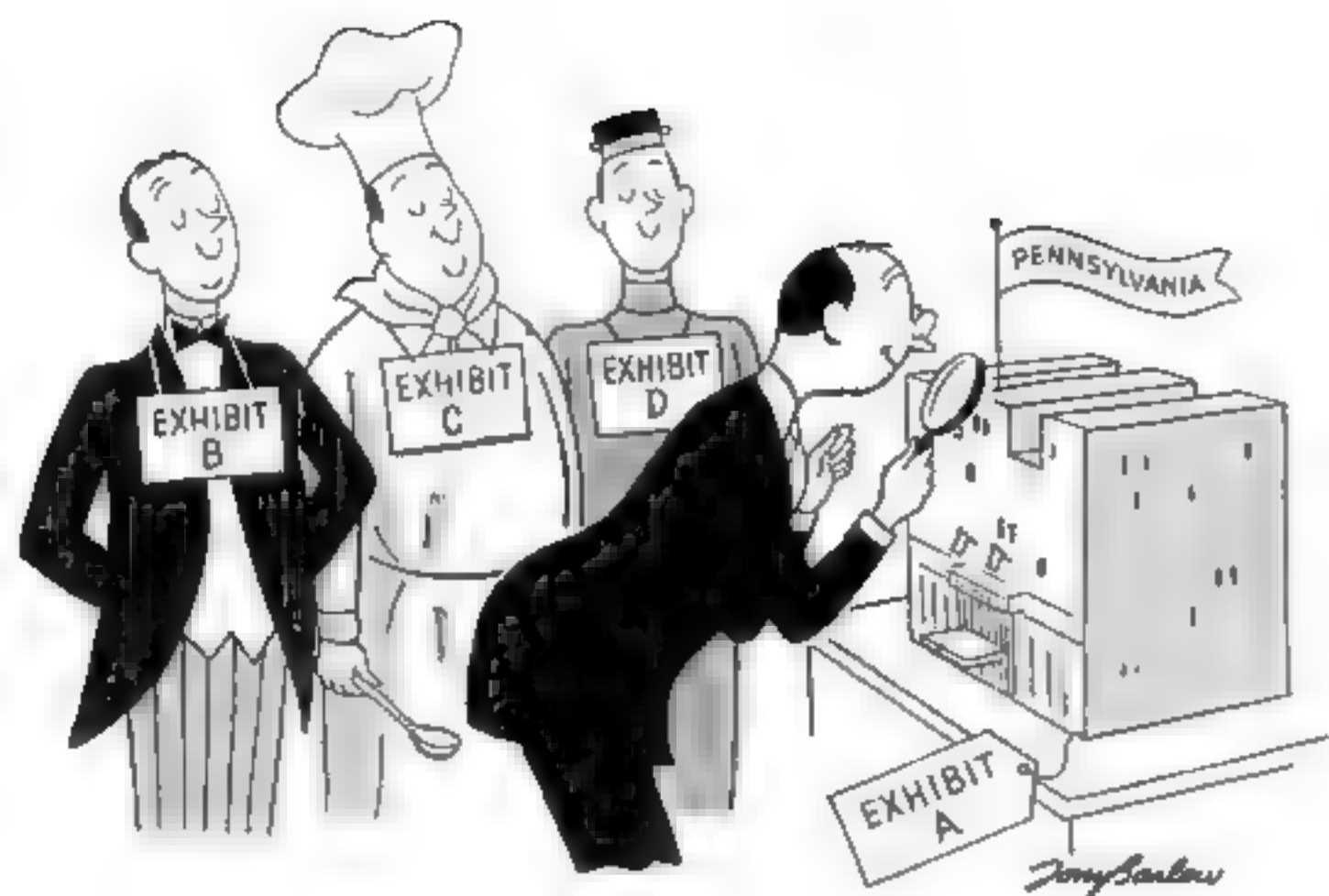


KARL KAUTSKY of Germany was a leading interpreter of Karl Marx, but he never regained influence after the Second International collapsed.



BRITISH SOCIALIST Ramsay MacDonald's prominent role emphasized the Second International's wide departure from orthodox Marxism.

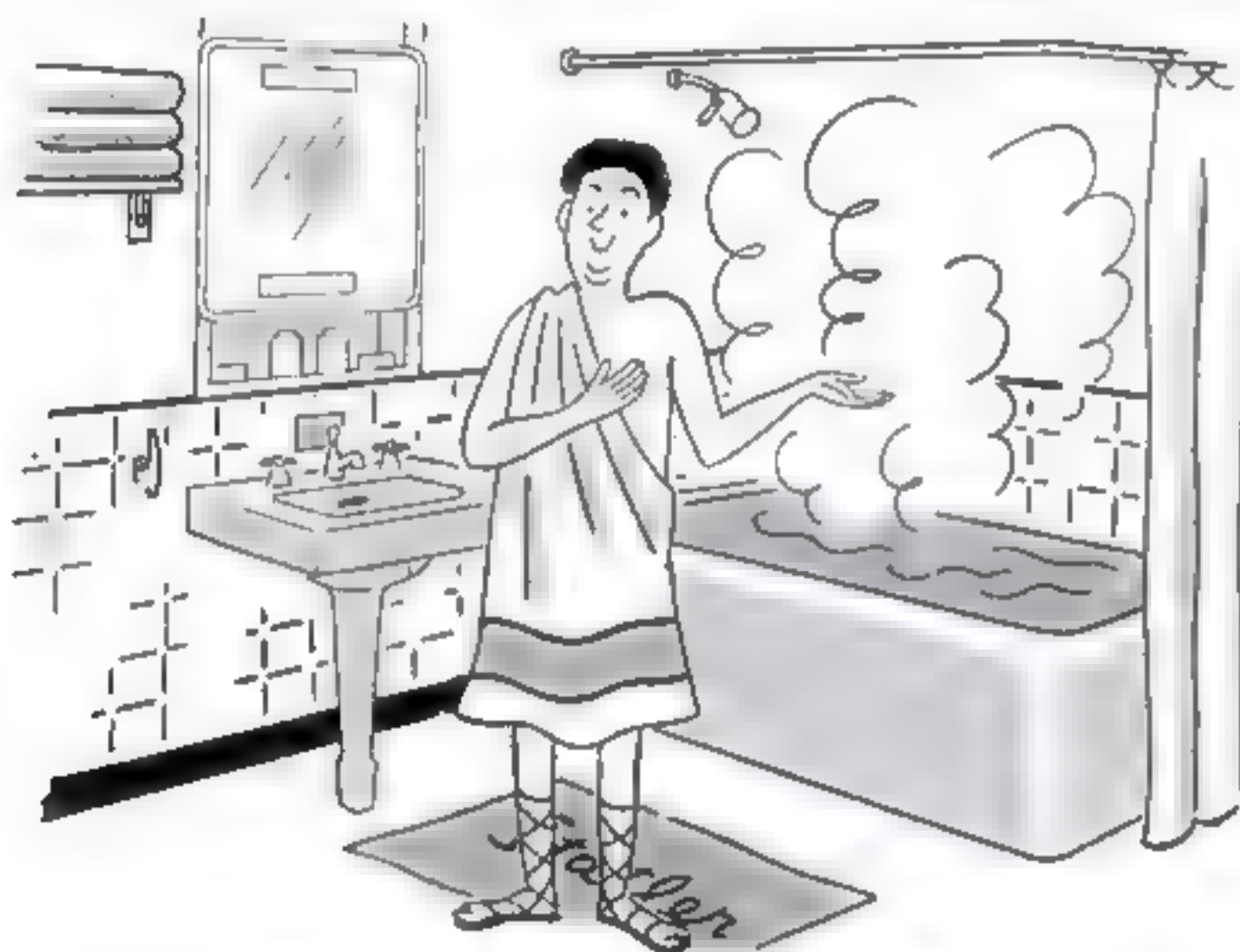
CONTINUED ON PAGE 50



1. Legal Lew, the lawyer, spent a very pleasant week
At Hotel Pennsylvania, then cried: "I've got to speak!
This Statler-run hotel is swell! I've put it to the test.
And evidence is clear that here you really *are* a guest."



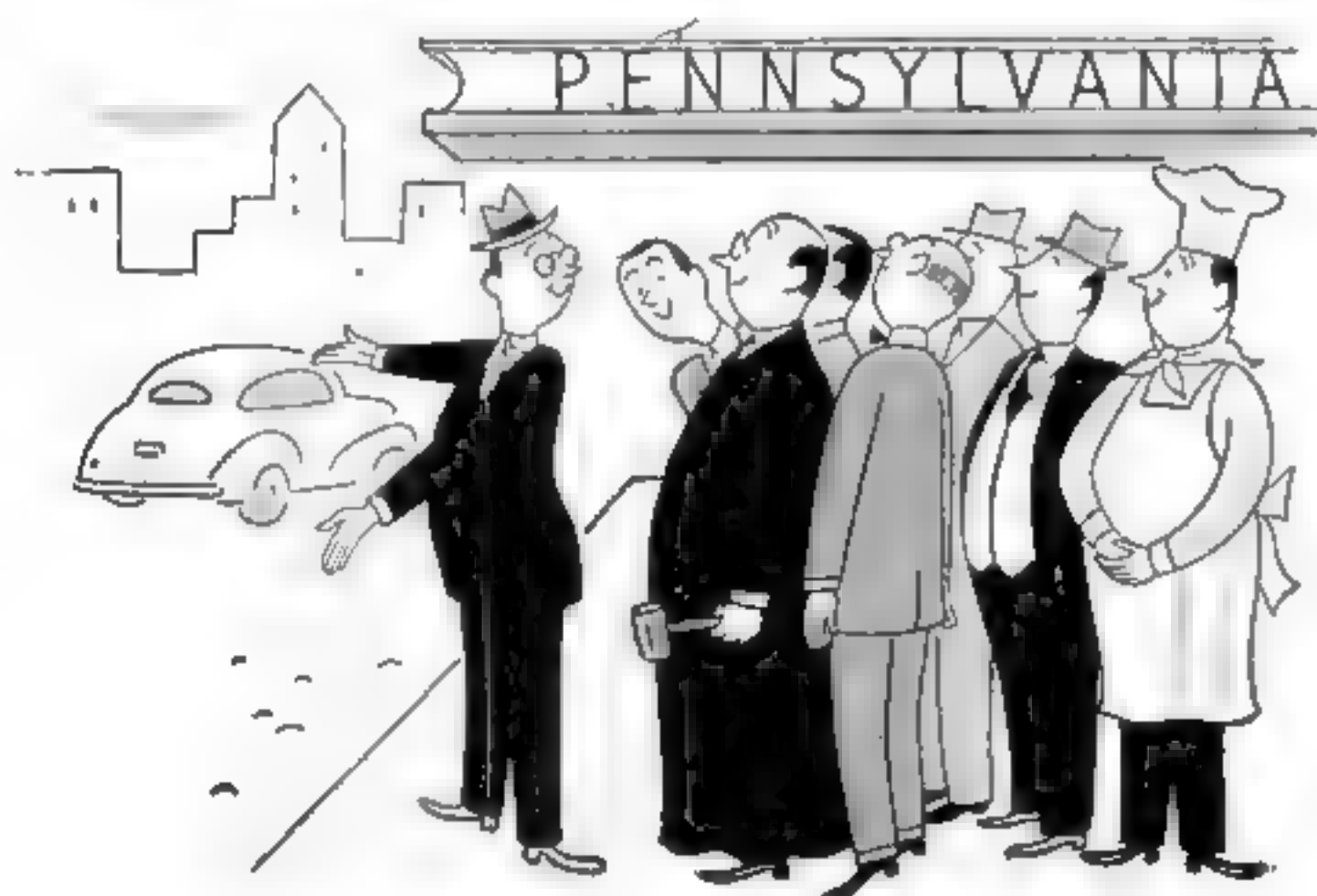
2. "I sleep the sleep of innocence," the legal-eagle said,
"But anyone would sleep as well on Statler's wondrous bed.
For its eight hundred springs and more of very special sort
Could never, never be accused of failure to support."



3. "Oh, Romans, countrymen, and friends, the Statler bath is swell!
Observe the stacks of snowy towels, the stacks of soap as well,
While floods of steamy water add enchantment to the scene . . .
I've tried 'em all and here I stand!—a witness who came clean."



4. "No jury in the world," cried Lew, "could ever disagree
That Pennsylvania meals are just as good as meals can be.
They're cooked and served to suit your taste and tempt your appetite;
You be the judge and jury, too! You'll soon find out I'm right!"



5. "Consider, ton," orated Lew, "the heart-of-town location,
It's close to offices and shops, to shows and to the station;
No wonder travelers to New York display a growing mania
For staying where the staying's good . . . at Hotel Pennsylvania!"



HOTELS STATLER IN BOSTON • BUFFALO • CLEVELAND
DETROIT • ST. LOUIS • WASHINGTON •

STATLER-OPERATED HOTEL PENNSYLVANIA HOTEL WILLIAM PENN
NEW YORK PITTSBURGH

P. S. Here's a tip for your trip! Try to plan your visit to a Statler for
Friday, Saturday, or Sunday—that's when you'll have the best chance
of getting the kind of accommodations you want!



If you're beside yourself

because you're kept awake by the caffeine in coffee...

switch to rich, delicious, caffeine-free

Sanka Coffee

and sleep like THIS!



Sanka Coffee is superb coffee.

All coffee—real coffee—finest coffee—97% caffeine-free!

Drink it and sleep!

For your convenience, Sanka Coffee now comes in two delicious forms—New Instant Sanka, as well as your favorite grind for percolator or drip method!



A Product of General Foods

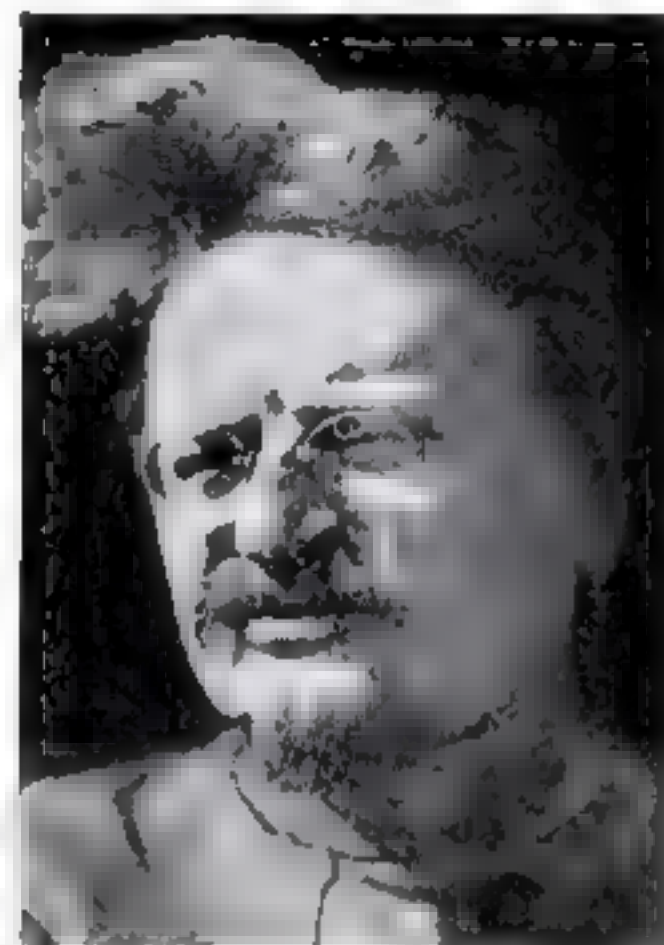
Revived Comintern CONTINUED

THE THIRD INTERNATIONAL

The foundations of the Third International—the Comintern—were laid in Switzerland in 1915 by a few Russian exiles, including Leon Trotsky, Nikolai Lenin and Grigori Zinoviev. When the Russian Revolution suddenly catapulted them to power, they proclaimed the new International in a congress held in Moscow in 1919. But factionalism was far from ended. Leon Trotsky lost a struggle for Lenin's mantle to Joseph Stalin, and was exiled. Trotsky proclaimed a "Fourth International" and accused Stalin of having sold out the revolution and Marx. Trotsky was murdered in Mexico in 1940, but his Fourth International is still fighting Stalin and capitalism at the same time.



NIKOLAI LENIN was first Marxist to get chance to put Communist theory into practice. He died in 1924 and has since become a Soviet saint.



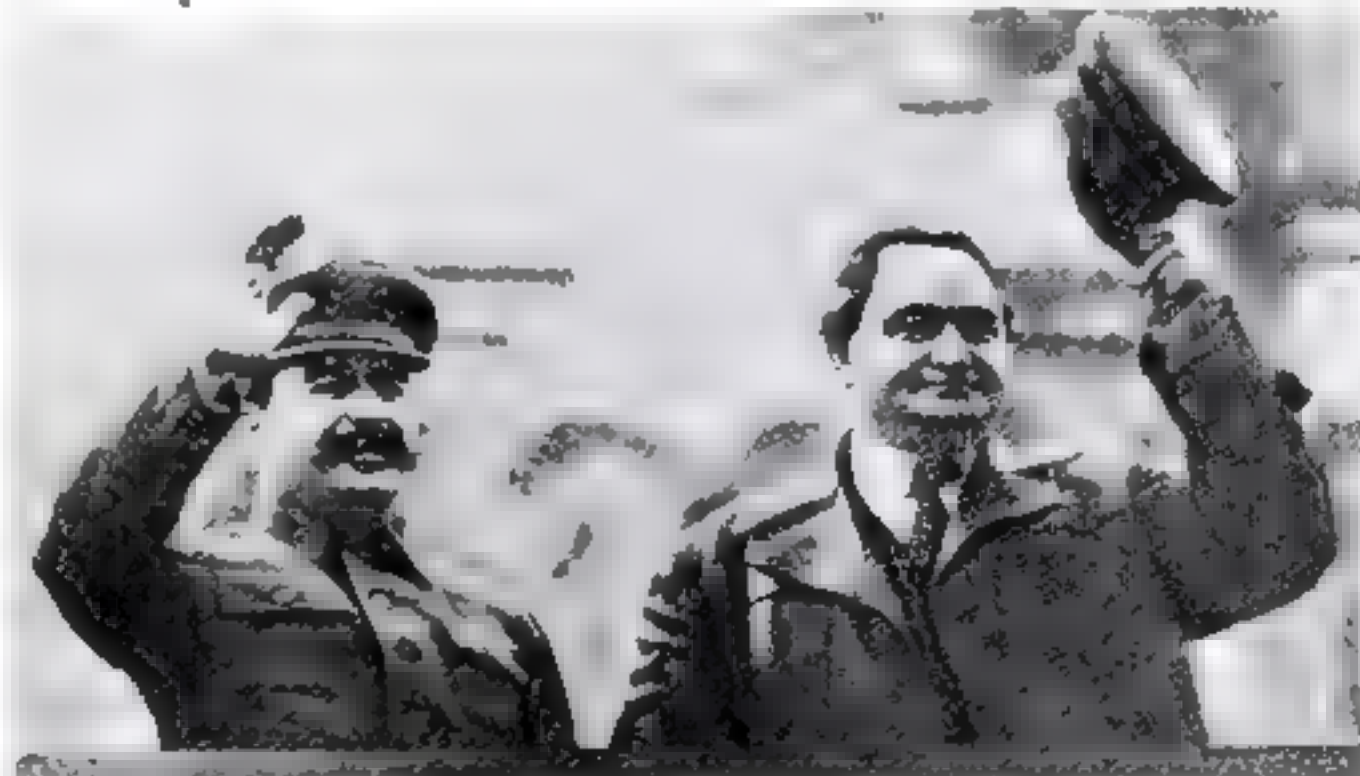
LEON TROTSKY was Lenin's comrade in 1917 revolt, but broke with Joseph Stalin over the latter's desire to build "socialism in one country."



"TROTSKYITE" became synonymous with "criminal" in Russia and Journalist Karl Radek (above) got a prison term for opposing Stalinists.



MARXIST HEROINE Rosa Luxemburg, a veteran Communist, was killed by German army officers while working for formation of the Third.



COMINTERN HEROES are Stalin and Georgi Dimitrov, old Comintern's leader. The Nazis tried to frame Dimitrov in Reichstag fire. He is now Red premier of Bulgaria. Trotskyites who originally berated Russia for abandoning world revolution now call the revived Comintern "Stalinist imperialism."



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"Mighty Fine Leaf," painted by David Stone Martin

FINE TOBACCO ...

*Light tobacco
Ripe tobacco
Mild tobacco
L.S./M.F.T.*



LUCKY STRIKE means fine tobacco

So Round, So Firm, So Fully Packed—So Free and Easy on the Draw

Triumph of Tradition



This complete ensemble at leading stores or write Kentucky Tavern Creations, Louisville, Kentucky.

KENTUCKY TAVERN

Great art, great accomplishments in any field, live on and on, become tradition. Thus, Kentucky Tavern, one of America's oldest brands, has become one of its most popular fine whiskeys. Its countless friends have always acclaimed the mellow, distinctive "Tavern taste". It's really different... try it and see.

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THE CHAIN PRESSING AGAINST HIS NECK, A CAPTURED, LONG-HAIRED INDONESIAN SOLDIER GLOWS AT THE CAMERA OF PHOTOGRAPHER WITH DUTCH ARMY

REBEL IN CHAINS

Javanese is accused of atrocity

The fiercely defiant young man above is a soldier in the violent Laskar Rajat (People's Army) of the Indonesian republic, which has been fighting Dutch troops intermittently for two years. He was captured in the Chinese section of the Javanese town of Tegal and promptly chained by the neck. A photographer with the Dutch army says the pris-

oner was found "washing his feet of the blood of three Chinese women he had just murdered."

Whether this man is a murderer or just a rebel patriot depends upon which charge one chooses to believe. The Indonesians claim that the Dutch are circulating atrocity stories. Meanwhile a U.N. mission is in Indonesia trying to find the facts.



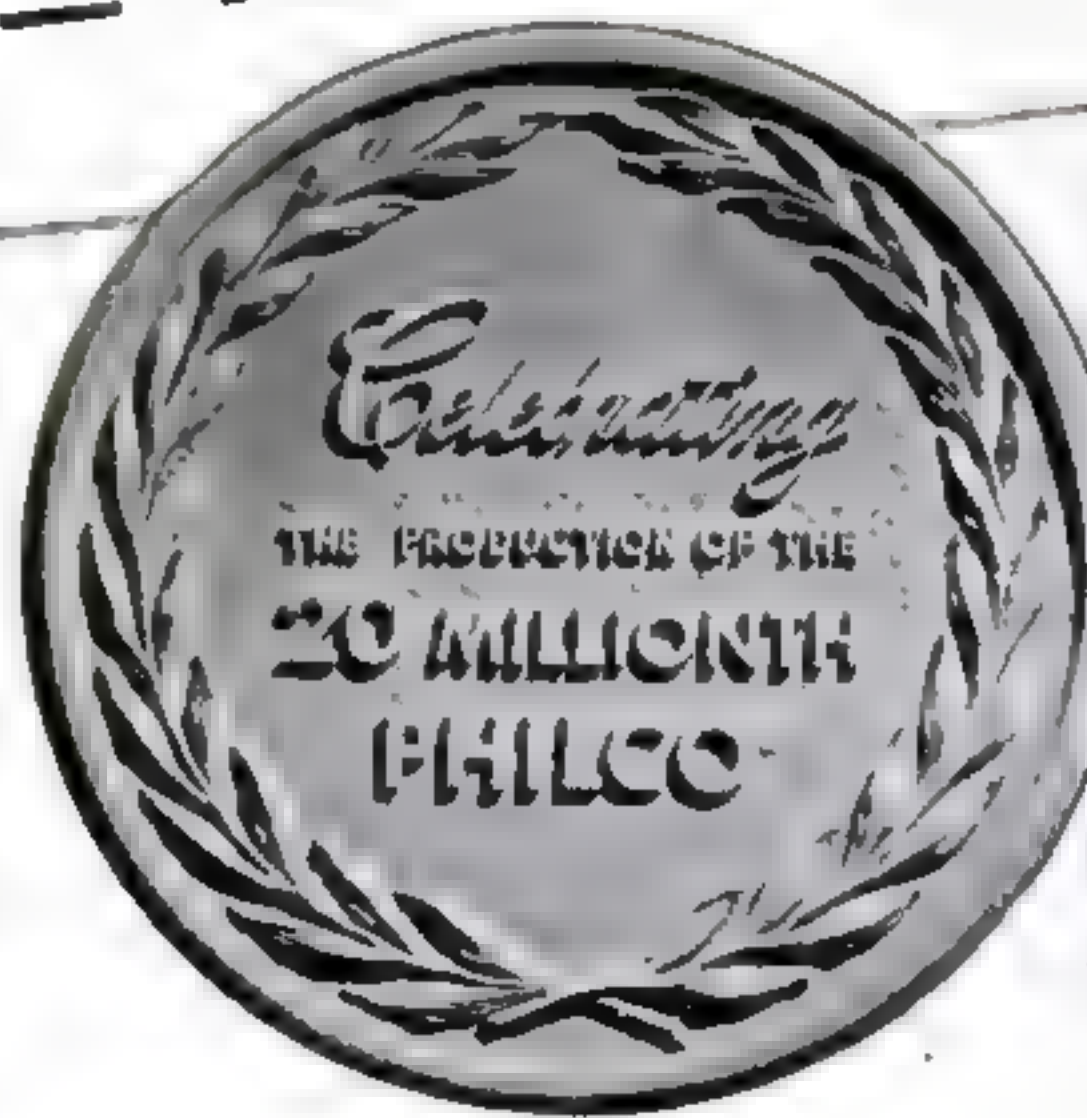
PHILCO DEALERS ALL
OVER AMERICA ARE

Celebrating

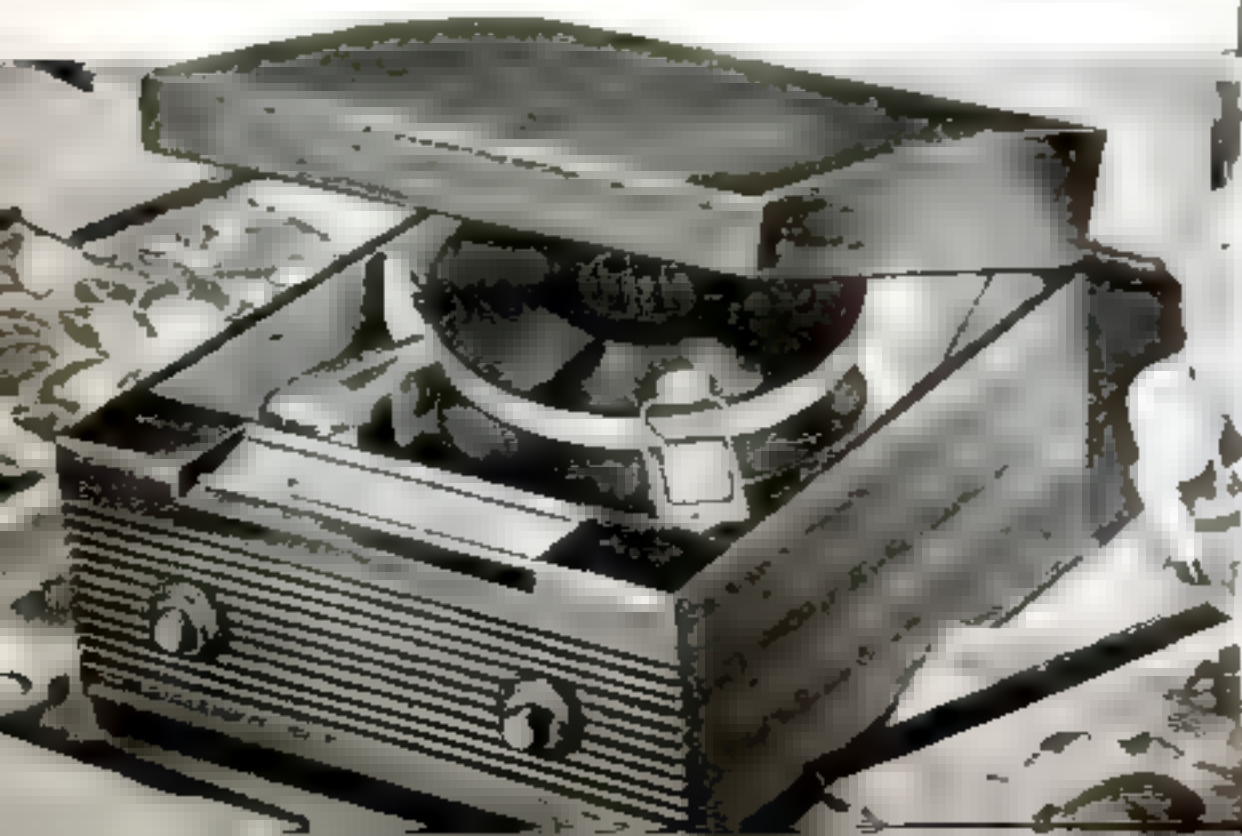
PHILCO WEEK

OCT. 20TH TO 27TH

Beginning Monday, October 20, for one week only, your Philco dealer is joining the greatest radio selling event in six years. Philco Week...one week of sensational celebration offers...extra, added values...valuable souvenirs...all specially arranged to celebrate the production of the 20 millionth Philco. It's your radio buying opportunity of the year...see your Philco dealer early and share the savings of this great selling event.



PHILCO 1253. A feature of Philco Week...a quality table radio-phonograph with Automatic Record Changer at the lowest possible price. Rich, full-bodied tone. Sensitive radio. A sensational value at only \$9995*



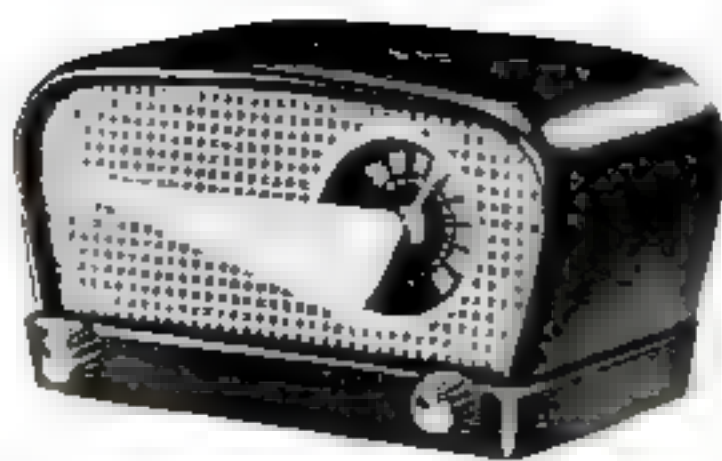
PHILCO 460-L. Exquisitely designed, Ivory plastic table radio. Superb tone...extremely sensitive and selective...a champion in performance. A gem of beauty and a true quality radio in small space. With Philco Week souvenir, \$3750*

NEW AUTOMATIC WAY TO PLAY A RECORD
PHILCO 1201 Radio-Phonograph, yours on a special Philco Week offer! Just slide a record in and it plays automatically; no fussing with lids, tone arms or needles. Powerful radio; full, rich tone. \$6995*

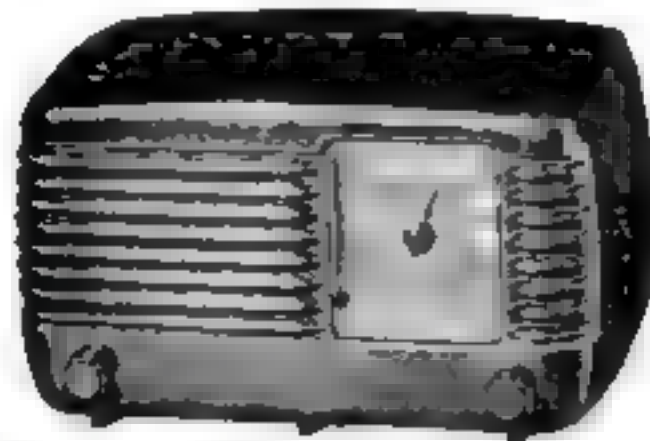




PHILCO 1260. Special, Extra-Value offer for Philco Week on this sensational new kind of radio-phonograph. Stunning Mahogany console with Philco's new automatic way to play a record. Gorgeous record reproduction, thrilling radio reception. A truly sensational value at **\$12995***
(Record Cabinet available on Special Philco Week Offer)



PHILCO 230. Smart as the newest fashion! Maroon plastic with unique, latticed Ivory grille. Rich tone, AC-DC. With Philco Week souvenir, **\$2995***

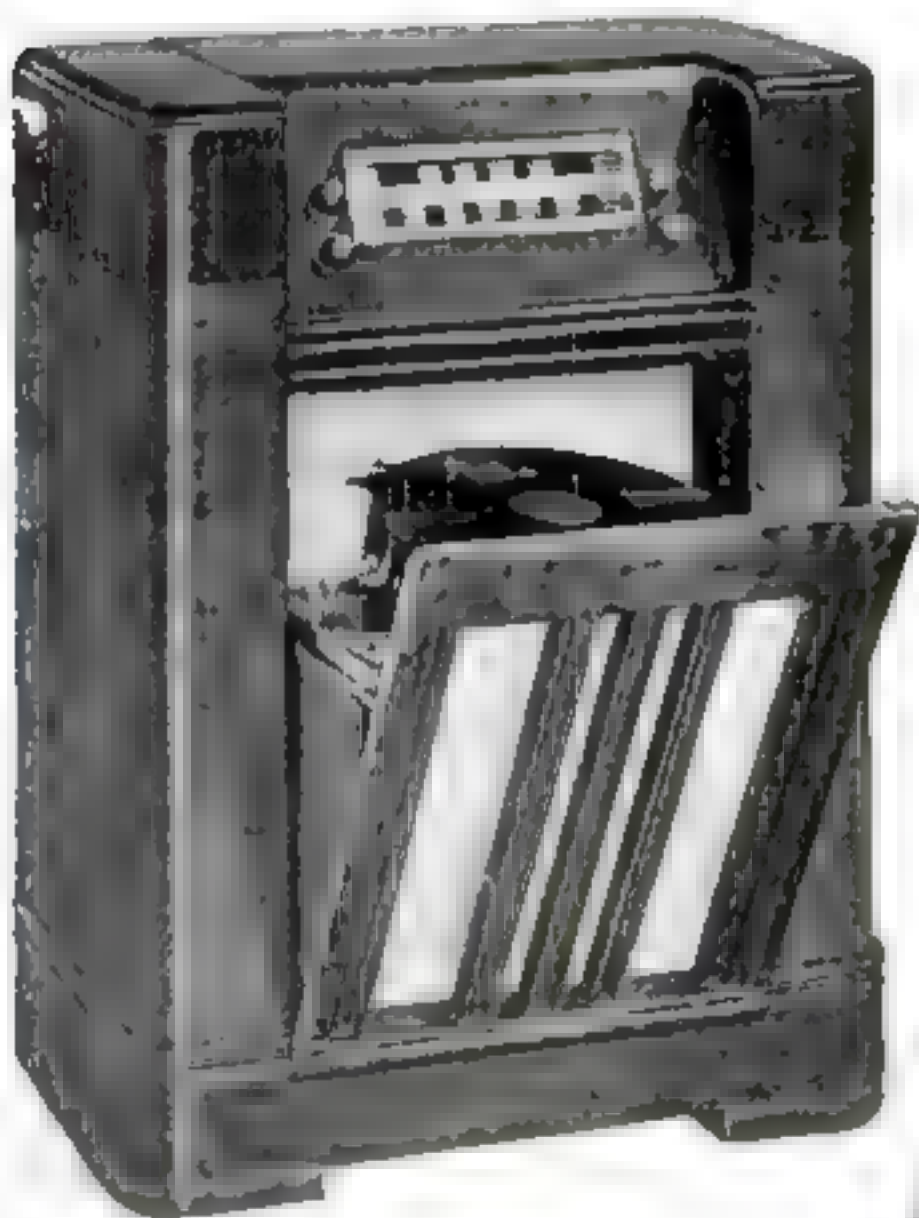


PHILCO 200. Radio's greatest value in a fine-performing compact at an amazing low price. AC-DC. With Philco Week souvenir, **\$1995***



GREAT PORTABLE VALUE

PHILCO 300. It's brand new... Philco quality and Philco performance in a portable radio at a new low price! Powerful miniature tube circuit gives amazing sensitivity. Plays indoors or outdoors on AC, DC, or long-life battery. Philco Week souvenir, **\$3995***
(Last Battery)



PHILCO 1262. Extra added value for Philco Week! See this sensational radio-phonograph value at modest cost. Automatic Record Changer plays up to 12 records; rich-voiced tone; powerful radio reception... all in a beautifully figured, Tilt-Front console, only **\$15995***



PHILCO 472. Great Value in FM Reception! Gets highly efficient reception even on low powered FM stations. Amazing freedom from static. Powerful reception on AM too. Superb tone. Operates on AC or DC. Built-in aerial for both FM and AM. With Philco Week souvenir, **\$7995***

NEW PHILCO DISCOVERY BANISHES RECORD NOISE!

PHILCO 1270. Amazing Electronic Scratch Eliminator, reproduces any record, old or new, without a trace of surface noise or record scratch. Philco Dynamic Reproducer, Advanced-FM and other exclusive features for luxurious enjoyment of radio and records. Authentic Chippendale cabinet. **\$35950***
(Record Cabinet available on Special Philco Week Offer)



AMERICA HAS BOUGHT
OVER 20 MILLION
PHILCO RADIOS
— they must
be Good!



*Prices slightly higher Denver and West



SUPERBATHROOM, WHOSE MIRRORS SHOW USERS' IMAGES FROM ANY ANGLE, ENABLES FATHER TO SHAVE, MOTHER TO MAKE UP AND DAUGHTER TO BATHE WITHOUT



SHAVING NOOK has high basin; adjustable lighted mirror; cabinet for toiletries (top left), and cupboard for towels (under counter). Water flow is controlled by foot pedals.

SUPERBATHROOM

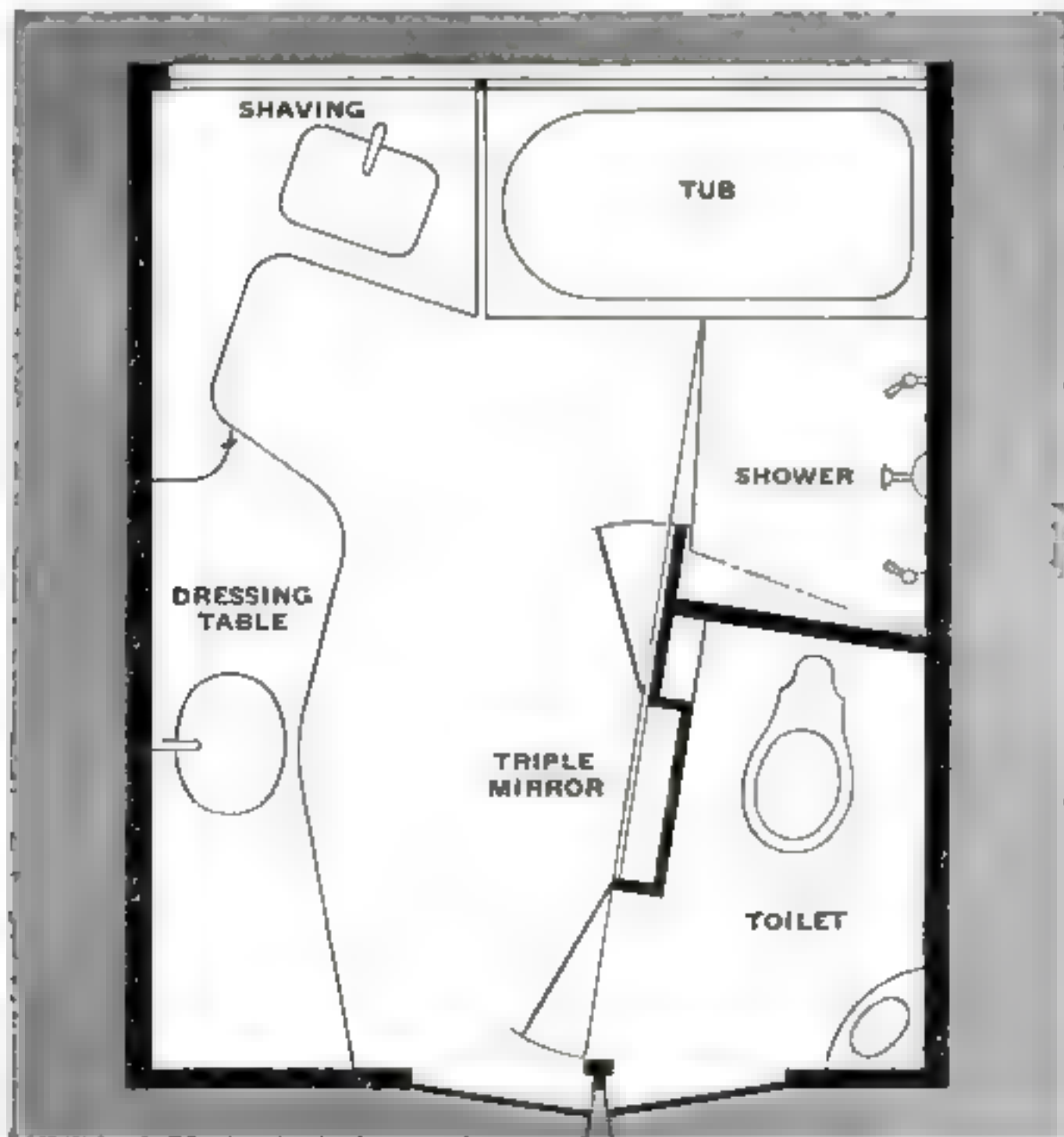
It does the work of three ordinary bathrooms, serving a whole family simultaneously in luxury and privacy

For decades America's bathrooms have epitomized, for the rest of the world, the luxury and efficiency of the U.S. way of life. Actually the American bathroom has remained unchanged in fundamental design for the last 50 years. Recently *House and Garden* magazine decided to do something about this. It consulted Robert L. Davison Associates, researchers in U.S. housing and living habits, then commissioned the construction of a new type of bathroom which would more efficiently conform to those habits. The result, pictures of which appear on these pages, is currently on display at B. Altman & Co., New York City department store.

The new bathroom's basic advantages are: 1) more spacious and useful arrangement of facilities, and 2) sufficient privacy so that two or more people can use the room simultaneously. It has two washbasins, one in the middle of a long dressing table and another incorporated into a special shaving stand (left). The tub and shower are enclosed. The toilet is installed in a separate compartment which has its own hand basin. This showpiece bathroom, luxuriously equipped with big mirrors and a myriad of lights and gadgets, would be too expensive for the average home, but its efficient basic plan (right) could be adapted to small houses. Although it does the work of three ordinary bathrooms, it is only 10 feet long and 8 feet wide—just half again as large as the average U.S. bathroom.



INTERFERENCE. TOILET BOOTH IS BEHIND MIRROR AT EXTREME RIGHT



FLOOR PLAN shows how bathroom is arranged for privacy. Two doors give access to toilet compartment, one from within bathroom, one from corridor.

CONTINUED ON NEXT PAGE

Keepsake

GENUINE REGISTERED
DIAMOND RINGS
Trade Mark Registered



*Never a Love so True.....
Never a Ring so Cherished*

The joy of this precious moment will live forever in the enchanted flame of your genuine registered Keepsake Diamond Ring. Only one diamond in hundreds meets the exacting standards of excellence in color, cut and clarity which distinguish every Keepsake Diamond. Identify Keepsake by the name in the ring . . . the words "guaranteed registered perfect gem" on the tag . . . as illustrated. Let comparison prove that a Keepsake gives you higher quality and greater value than an ordinary ring of the same price. Better Jewelers are Keepsake Jewelers. Prices from \$100 to \$5000.

A. DALE Set	212.50
Engagement Ring	150.00
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Engagement Ring	200.00
Also \$350	
C. WELLESLEY Set	530.00
Engagement Ring	450.00
Also \$600 and 750	
D. HEATHER Set	362.50
Engagement Ring	350.00
Also \$100 to 2475 and in platinum \$300 to 3450	

All rings illustrated available in white as well as natural gold. Rings enlarged to show details. Prices include Federal tax.

Look for the name "Keepsake" in the ring, and require the Keepsake Certificate of Guarantee and Registration.



KEEPSAKE DIAMOND RINGS, A. H. Pond Co., Inc.
120 E. Washington, Syracuse 2, New York

Please send the useful 20-page book, "The Etiquette of the Engagement and Wedding" a complete guide to social correctness in planning the betrothal and wedding events with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

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One piece of
finest leather

NOW

Super-locked

3-Way in Pin Motown
\$7.50 plus tax
Other styles and leathers,
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Trimmer!

Now Buxton has streamlined the famous one-piece design. The new Buxton® Stitchless is super-locked to hold more firmly than ever without a bit of extra bulk!

Slimmer!

Won't bulge or buckle even when crammed full. . . always folds flat! The Super-Locked Stitchless is flatter, neater at the ends . . . slimmer all through!

Stronger!

Super-Locked to take extra strain! Self-reinforced at points of wear! It's the best Buxton Stitchless ever . . . See it at Personal Leather Goods Counters in your city.

Guaranteed! If any Buxton Stitchless gives out in normal use before the fine leather itself wears out, we'll replace it free!

THE NEW
BUXTON STITCHLESS

BUXTON INC., SPRINGFIELD, MASS., AND NEW YORK CITY

*Reg. U. S. Pat. Off.

Superbathroom CONTINUED

HOW AMERICA BATHES

Survey reveals odd statistics of family life

The design of the superbathroom is based partly on the findings of Robert L. Davison, a New York research specialist who has spent a good part of his life studying U.S. housing and what goes on inside it. One such study of the intimate family behavior of both apartment dwellers and home owners reveals:

Before taking a bath 20% of U.S. women lock the bathroom door and almost half of these do it even when no one is home.

Sixty-nine percent of men and women regard a tub bath less as a means of getting clean than as a pleasurable relaxation. Pleasure-seekers average 25 minutes in the tub; cleanliness-seekers, 15 or less.

Women prefer tub baths, and the evening is their favorite time. Men prefer showers.

Fifty-eight percent of those queried store umbrellas in their bathtubs.

Virtually all men shave standing up, taking about 5 minutes. Some men require more than 30.

Indicative, perhaps, of the difference in attitudes between private home owner and rented-apartment dweller, 66% of apartment dwellers get the floor wet when they shower. Only 29% of home owners do. Eighty-eight percent of those who do agree that they shouldn't but they keep on doing it.

About 17% use bath mats in their tubs to prevent slipping, but a lot of these slip anyway. Slippage is more frequent among those who use bath mats.

Thirty-four percent of the women pause in undressing at night to wash their stockings; 41% do it after undressing.

The investigators also studied bedroom behavior with these results:

Neighbors can see into the bedrooms of 67% of homes studied and 47% of the apartments, but only 58% of the home owners mind this, while 83% of the apartment dwellers do.

More women than men read in bed, and about a quarter of both sexes who smoke, smoke in bed.

Men sleep about 7¼ hours a night, women 7¼. But most men sleep an extra hour on Sunday and 12% of them take a nap on that day. Women tend to sleep only about 15 minutes longer on Sundays but 18% of them nap on weekdays.

Twenty-nine percent of the husbands stumble over the bedroom furniture.

Twenty-two percent of wives sleep with a heating pad or hot-water bottle in winter, usually at their feet.

Most husbands and wives sleep together in double beds. A third of the women sleep on their stomachs and about a quarter of them sleep with an arm extended over the edge of the bed.

Sixty-six percent of women wear nightgowns, 30% pajamas and about 4% sleep nude. More admit they would like to sleep that way.

Masculine opinion to the contrary, most women think they dress extremely quickly and 18% lay out the next day's garb the night before.

The American bed is almost universally made in the morning and changed once a week. Only a tolerant 43% of the housewives allow anyone to sit or lie on the bed once it is made.



SHOE BRUSH under the shaving basin is turned by an electric motor.



BATH SCALE folds into the cabinet behind center panel of mirror (p. 56).

CONTINUED ON PAGE 60

*For those who want to own
the finest watch made
anywhere in the world**



Models for ladies and men:

in gold filled cases, \$71.50

in 14k gold cases, from \$95.

De Luxe models in hand-wrought 14k gold cases, \$130. upward

Illustrated "Buchanan" \$110. Fed. tax inc.

Longines

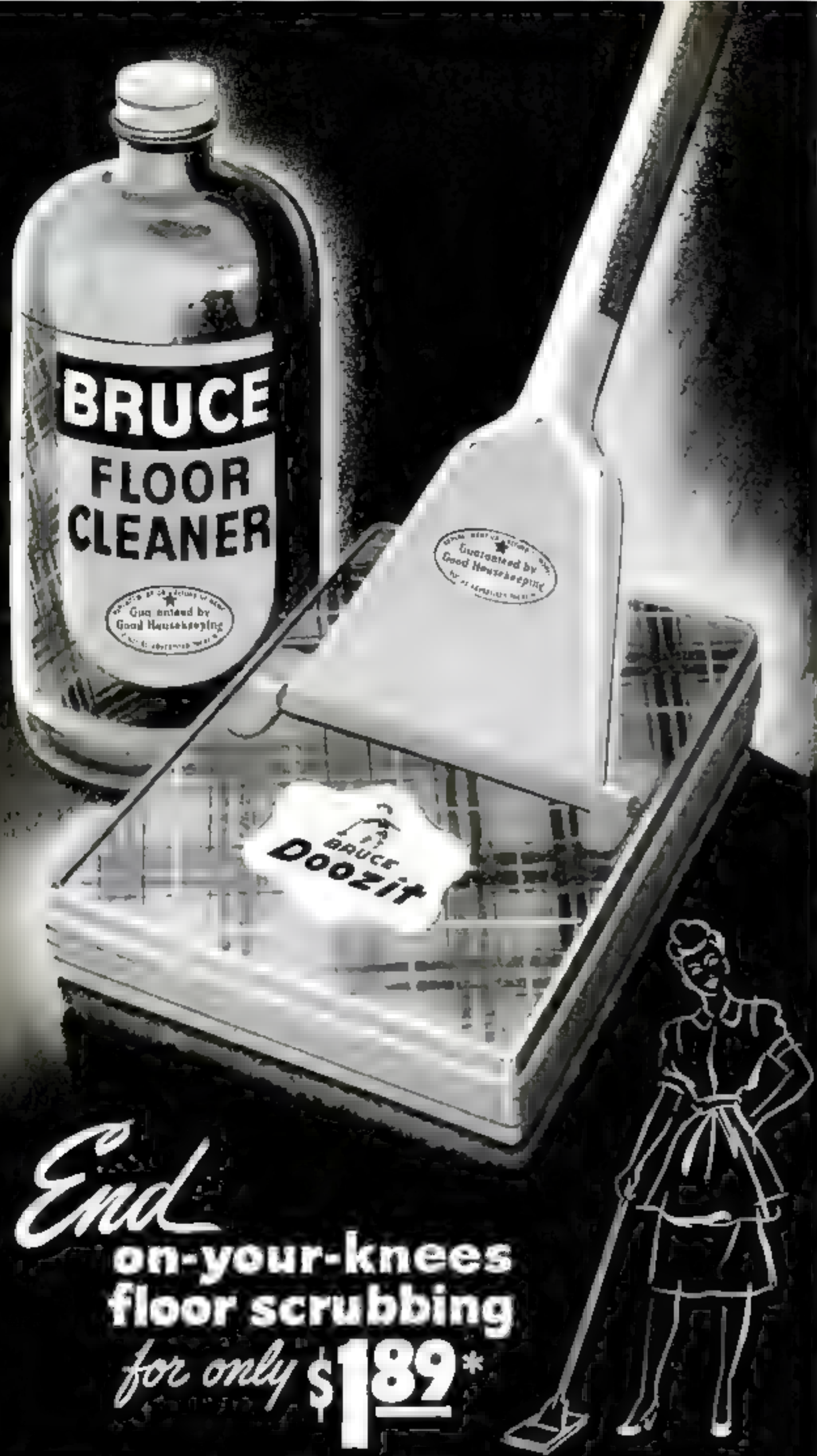
The World's Most Honored Watch

The only watch ever to have won ten
world's fair grand prizes, twenty-eight
gold medal awards, and so many honors
for accuracy in all fields of precise timing.

For folder write: Longines-Wittnauer Watch Co., 580 5th Ave., N. Y. 19, N. Y.

Product of Longines-Wittnauer Watch Company

*Except two hand-made watches selling at more than three times Longines prices



End
on-your-knees
floor scrubbing
for only \$1.89*

**Now! Clean, Wax and Polish Standing Up...
with New Invention.... the Bruce Doozit!**

The wonderful, back-saving new Bruce Doozit is here! Used with famous wax-rich Bruce Floor Cleaner, the Doozit whisks away dirt and dullness . . . leaves wood floors and linoleum spotlessly clean and lustrously beautiful.

Magic Pad Does the Work!

The Doozit's amazing cleaning and polishing power is in the pad. That's what makes it so easy to use. Just pour a small amount of Bruce Floor Cleaner on the wood or linoleum. Then

a few effortless strokes of the Doozit do the rest. Doozit pads are long wearing, easily replaced and economical.

**Bruce Floor Cleaner
Protects and Beautifies!**

Famous Bruce Floor Cleaner combines safe, dirt-loosening agents with a rich non-slip wax base to give floors a complete beautytreatment in a single application. Because it contains no water, Bruce Floor Cleaner is ideal for every kind of wood and linoleum floor. It's marvelous for cleaning and polishing woodwork and furniture, too.

*Bruce Doozit \$1.89—Extra Pads 19c each—At leading stores everywhere

BRUCE floor products

Liquid, Paste, Self-Polishing Waxes, Floor Finish, Linoleum Seal

E. I. Bruce Co., Memphis, Tenn. • World's Largest Maker of Hardwood Floors

Superbathroom CONTINUED



SHOWER OF SUPERBATHROOM is located in glass booth along with the tub (just visible at left). Round nozzles squirt the body spray. Standard shower head is at top right. Two taps under shower head operate shower and spray. The dial below the taps controls water temperature. Hooks are for shower caps

If it's
Firestone Velon*
 its beauty will last!



BELLHOP: "Visiting us again, Miss? And with smart new luggage?"

LADY: "You remembered me, but not my luggage! I've had it for ages. It's Velon. And it certainly stands up beautifully."

NEWER-THAN-LEATHER VELON wears like iron, looks like a million. It won't scuff, scratch or stain — wipes clean instantly with a damp cloth. Shown here in rawhide finish, it's also available in many other grains and finishes — from patent to reptile. And the colors are simply wonderful.

BUT VELON MEANS more than a luggage material. As a *fibre* VELON can be woven into the most fabulous fabrics that wear almost indefinitely. As a *film* VELON makes everything from rainwear to shower curtains...and their beauty lasts and lasts. As a *tinted screening* VELON never cracks, bleeds or needs protective paint. Ask for, insist on VELON. Good stores have it. Good homes need it.

Listen to the Voice of Firestone Monday Evenings Over NBC



© 1947 FIRESTONE TIRE & RUBBER CO.



Firestone Velon*

A tasty Meat Loaf

"It's so easy to make plain cooking taste fancy," Grandma always used to say. "Just use a little imagination and a lot of my Old Fashioned Chili Sauce. For instance, before serving meat loaf, smother the top with Chili Sauce — and land's sakes, the difference it makes! That tangy flavor adds zip to 'most any meat dish. No wonder, when you think of all the good homey spices and seasonings in it!"

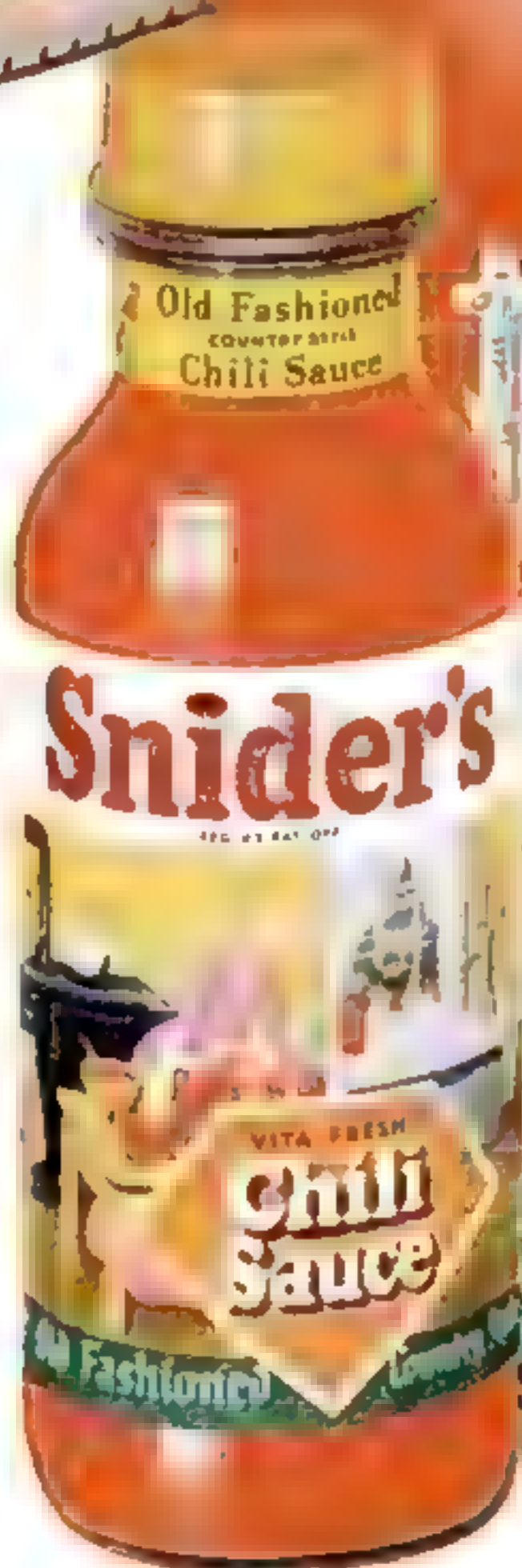


and Grandma Snider's Old Fashioned Chili Sauce

Of course, Grandma Snider's Chili Sauce is something very special. It's made from her own country-kitchen recipe . . . and it's chock-full of good things. Big juicy Super Tomatoes . . . shiny green peppers . . . young onions . . . crisp celery. Cooked just so—to keep it nice and chunky, the real country-kitchen way.

were made for each other

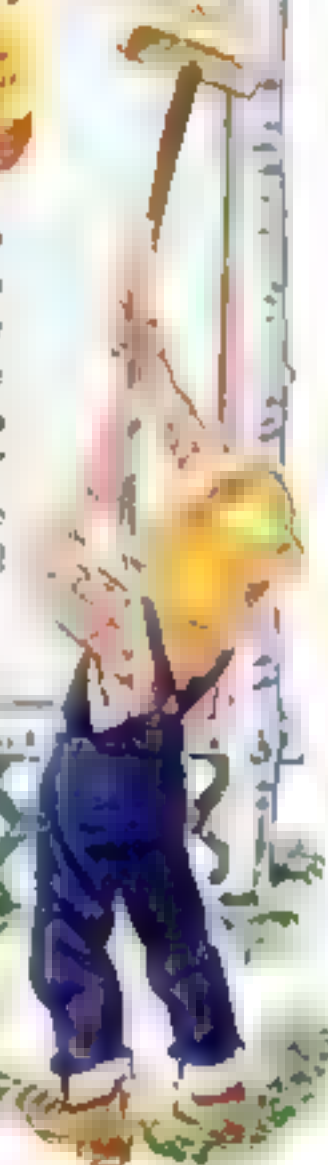
Naturally, now that Snider's Chili Sauce is so famous, it's outgrown Grandma's kitchen—but it's still made from her wonderful recipe—and it still has that old fashioned flavor. Get a bottle of Snider's today—and see if it doesn't taste like home!



Besides Snider's Chili Sauce, there's **Snider's Catsup**, too! "Real country style catsup sure peps up everyday dishes," says Grandma. Cooked and spiced just so — with a tasty down-on-the-farm flavor. It's delicious!



"And when it comes to perk' up seafood," says Old Salt Snider, "belay me if you can beat the zesty tang of **Snider's Cocktail Sauce**!" Try it soon. It's the original cocktail sauce!



... If the Snider Folks put it up — it tastes like home

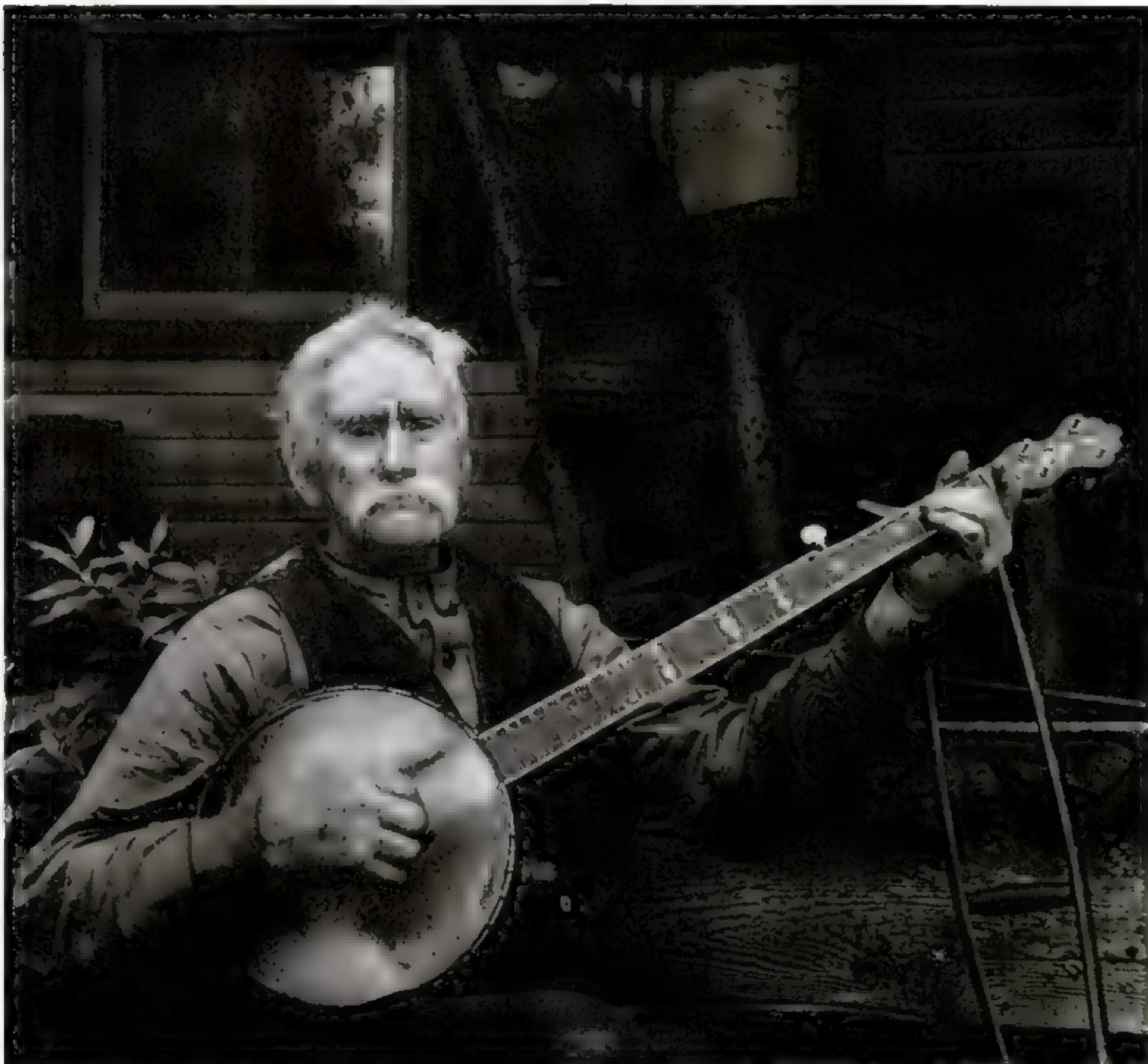
FOLK SINGERS

MOUNTAIN PEOPLE REMEMBER THE OLD AMERICAN MUSIC

In the rolling backwoods of the Great Smokies and the Blue Ridge Mountains around Asheville, N.C. lies a backwater of old Anglo-Saxon and Gaelic tradition that has survived the flood of American immigration since early Colonial times. In this backwater, living in cabins and

on small farms, Americans like the ones shown on this and the following pages still sing the songs and dance the dances that their forebears brought over from Elizabethan England. Today lovers of this oldtime music and dance converge on Asheville every year by the thousands to

savor the crusty flavor of these early folkways. Bright-eyed youngsters and aged couples from places with names like Jumpoff Rock and Seeoff Mountain pack up their fiddles and git-tars and come to Asheville to compete in America's biggest festival of mountain music and dance.



UNCLE JOE ORR, 95-year-old farmer who lives with his wife in a cabin on a mountaintop in the Blue Ridge, occasionally joins in the mountain festivals with

songs like the *Boston Burglar*, part of which is quoted below. "I'm not as young as the other singers," he says, "and I never was as good-lookin', but I just keeps on."

Then my correction was taken
They put me into jail,
My friends and my relations
Tried to get me out on bail.
The jury found me guilty
And the clerk he wrote it down,
The judge pronounced my sentence
I was called a charlatan.

I have a girl in Boston
A girl I love so well,
If ever I get my liberty
Along with her I'll dwell.
If I ever get my liberty
Bad company I will shun,
Likewise those sportin' boys and girls
An' drinkin' of bad rum.



GOLDEN-HAIRED MOPPET is one of the thousands of rapt observers who gathered in Asheville's

huge WPA auditorium. Each night judges chose best dancing group, singer, dance caller and string band.

"SWING YOUR CORNER LADY"

Asheville's dancers, who range in age from 10 to 90, like to do their dancing to fiddle, guitar and banjo. Among their favorite tunes are *Sourwood Mountain*, the *Arkansas Traveler*. At the recent festival 17 dance teams competed in three nights of square dancing, twisting in such fig-

ures as the "bird hop out and the crow hop in." These figures are danced in double-step clog, or in skip step, which recalls English morris dancing. Champion dance callers chimed in with typical rhymed calls like, "Break and swing your corner lady, now your darling honey baby."



LIGHT-FOOTED YOUNGSTERS swung their partners before folk dancing's most critical audience.

Region's famous "Soco Gap team" once danced for the King and Queen of England at the White House.



BROTHER AND SISTER, Sarah Bailey and Fiddlin' Bill Hensley, show the younger dancers what



the tradition was like before most of them were born. Fiddlin' Bill had to leave early to tend his chickens.

He is 73, has six acres of corn, one of sugar cane, one of tobacco. Sarah Bailey is the mother of a sher-

iff and lives today in a small cabin her son built. "I've danced," she says, "ever since I was a little girl."



YOUNG AND OLD SING. Lotte Mae McGaha, 13 of Three Mile Knob, likes modern hit ballads as well as old-time songs. But Gertrude Moser, 72,

remembers rare old boy-and-girl song *The Cambric Shirt* (below), which she teaches (at left), to folk-song singer, Susan Reed.



THE BOY: Will you make me a cambric shirt?
Parsley, sage, rosemary and thyme
Without any needle or seamster's work
Then you shall be a true lover of mine.

Can you reap it with a sickle of leather?
Parsley, sage, rosemary and thyme
And haul it home on a pea fowl's feather
Then you shall be a true lover of mine.

THE GIRL: Can you find me an acre of land?
Parsley, sage, rosemary and thyme
Betwixt the salt water and the sea land
Then you shall be a true lover of mine.

When you've done and finished your work
Parsley, sage, rosemary and thyme
Then come and get your cambric shirt
And you shall be a true lover of mine.



**FINEST
TONE SYSTEM IN
RCA VICTOR HISTORY**

This exclusive 3-Way Acoustical System made radio history in thrilling public tests of tonal fidelity, the "Golden Throat" Demonstration. Read about it in a booklet available, free at your RCA Victor Dealer's.

Luxurious Listening with the "Golden Throat"

**World-wide radio, with RCA Victor FM,
roll-out record changer with the "Silent Sapphire" pickup**

Lovely to look at . . . Completely at home with antiques or contemporary design . . . This great Victrola radio-phonograph brings you the clear, true tonal beauty of the "Golden Throat." For radio, you have standard bands, foreign short wave and RCA Victor FM with its clear, virtually static-free reception. The roll-out record changer plays up to 12 records. The permanent jewel-point "Silent Sapphire" pickup eliminates needle chatter and needle changing. It's so light, so safe, even accidental scratches cause no damage. Ask your RCA Victor dealer for the 711V2. It plays on AC—a superb, new Victrola console.



ONLY RCA VICTOR MAKES THE VICTROLA

"Victrola"—T.M. Reg. U.S. Pat. Off.



RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

HEAR Robert Merrill as he sings
"Music America Loves Best" . . .
Sundays, 2 P.M. EST, on your NBC station.



SPLENDOR FROM THE SKIES... *"Northern Lights"*

INTERNATIONAL STERLING'S DAZZLING NEW DESIGN

FROM the still and splendid northern skies,
night with shafts of streaming brilliance,
comes the inspiration for International Sterling's new masterpiece of magnificence...
Northern Lights

Now fishing on the horizon a pattern with grace and in its sweeping spans, its lines its colony of curving ribs.

Never before have the silvermouths of International Sterling created a pattern so

can feel the sound of your own perfect balance.

Imagine a hundred million people, each with a personal telephone. The way to get a person's number is by going to the right room to get the telephone number. If you have people, not as many other people as you have telephones,

When you are *Not* / *re*

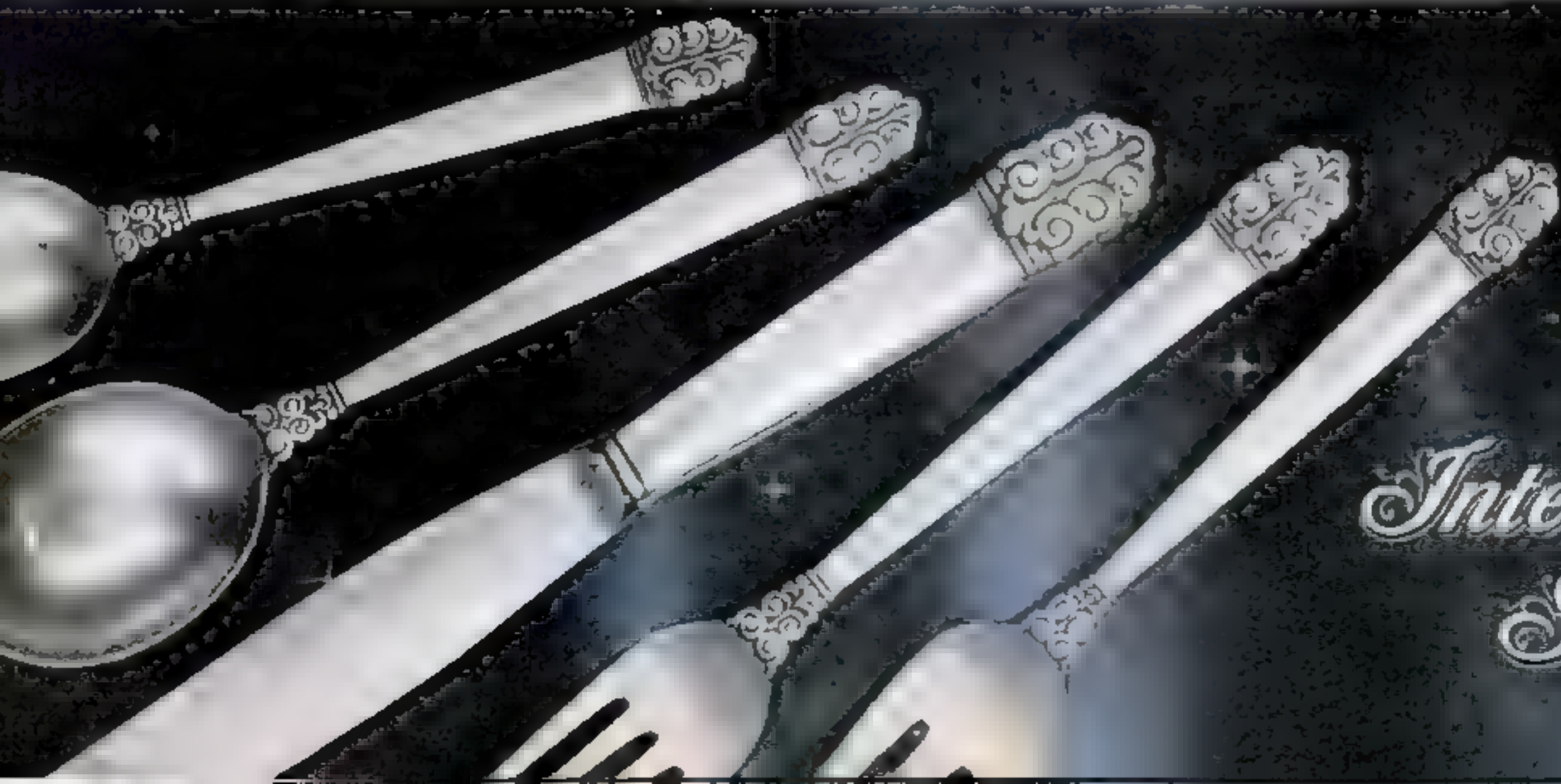
cosmological elements $\alpha, \beta, \gamma, \dots$
 class services

Begin it with a fork with just a few small strokes. Then bring the knife and fork together, using the small spoon, salad fork, or a small sprig for complete control as you go.

Wenn man sich *Neothyon* *Lechthymus* anwacht, so
drehen sich die Schwärmer Stängel um 180°.

LINE IN to IT Adapters (1) \times 1
HARD SURGE to P.M. (1) \times 1

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115

*International
Sterling*



Royal Bridegroom

To make it official, Britain's king and queen pose in the White Drawing Room of Buckingham Palace with daughters Princess Margaret Rose (*right*), Princess Elizabeth and her fiance, Navy Lieutenant Philip Mountbatten. The old sentimental wedding phrase, "We are not losing a daughter but gaining

a son," is almost literally true in the case of the Windsors. Despite her marriage Elizabeth will keep her family name. All of her children will be Windsors. And from the time Philip Mountbatten becomes the king's and queen's son-in-law, he will devote his life to escorting his heiress-presumptive wife.

THEY'RE BACK!

All of those famous Arrow
Collar Styles! Here are 7!

Once again, you can select the *one* particular Arrow Collar style you like best! Once again...

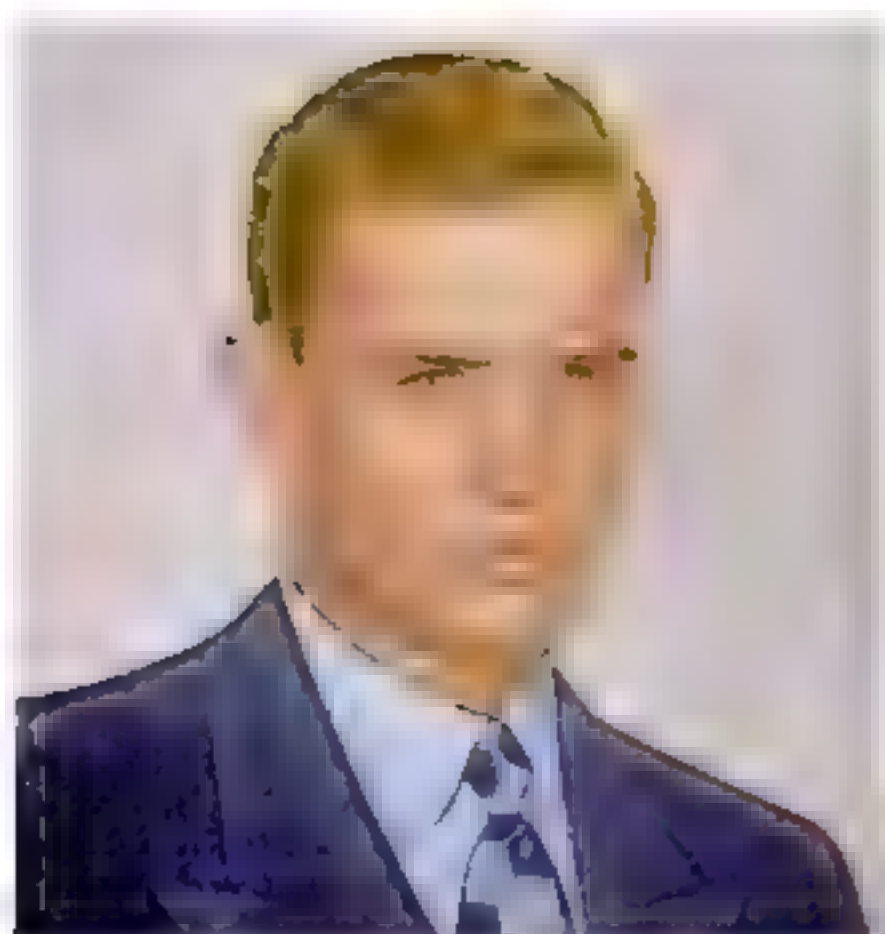
You can select from *countless* smart patterns in oxford or broadcloth, with soft or fused collars, and your choice of French or regular cuffs!

ALL Arrow Shirts (look who's reminding who!) are "Mitoga" shaped-to-your-shape, and bear the Sanforized label meaning: "no fabric shrinkage over 1%!"



KENT

The fused collar featuring very short, widespread points.



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The low neck band, long pointed soft collar.



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PRINCE ALBERT WAS HANDSOME, IMMACULATE, DIGNIFIED, DULL

PRINCE PHILIP IS HANDSOME, GREGARIOUS, PLAYFUL AND INFORMAL

A STUDY IN CONSORTS

PHILIP and ALBERT

Prince Philip can learn about the hazardous job of being husband to a queen from his—and his bride's—great-great-grandfather

by JOHN OSBORNE

LIEUT. PHILIP MOUNTBATTEN, who is to wed Princess Elizabeth next month, is said to be boning up on the life and early death of the only man in recent English history who has taken an equivalent risk. This exemplar was Prince Albert of Saxe-Coburg-Gotha, called Albert the Good, who on the morning of his marriage to Queen Victoria noted in a letter home, "In less than three hours I shall stand before the altar with my dear bride. . . . God help me!"

Philip and Elizabeth should find Albert's record a rewarding study, and they can explore it together with a minimum of the perils which would ordinarily attend researches into what one ancestor may have said about another. If Elizabeth feels her intended's great-great-grandfather Albert was rude in his references to her great-great-grandmother Victoria, then Philip can remark with royal justice that Albert was



also her great-great-grandfather and that Victoria was equally his great-great-grandmother. The heiress presumptive to the throne of England descends directly from Victoria and her "dear Albert . . . angel Albert" through their son—Elizabeth's great-grandfather—Edward VII, while Philip's great-grandmother was Edward VII's sister, Princess Alice, the second daughter of Victoria and Albert. They are, in short, distant cousins.

The record of Albert's premarital trials and subsequent tribulations would deter any but the bravest of descendants and lovers. Albert and Victoria were indomitable diarists and letter writers, and the archives of Coburg and Windsor abound with source material on royal love and marriage and, in particular, on the hazards, opportunities and necessities of a prince consort. These data have been admirably set forth by Lytton Strachey in *Queen Victoria* and especially by Hector Bolitho

Which Twin has the Toni?

(and which has the beauty shop permanent?)



Lovely Consuelo O'Connor of New York, the Toni twin, says "None of our friends could tell our permanents apart—can you? (See answer below) My Toni wave was soft and natural looking the very first day. That's why Sis is sold on Toni, too, for her next permanent."

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You'll beam with happiness when your mirror reflects your lovely Toni Home Permanent—deep, graceful waves, heavenly soft and so natural looking! No trick to giving yourself a Toni, either. Easy as rolling your hair up on curlers.

Takes only 2 to 3 hours, right at home . . . no sitting under a hot dryer. Your Toni is frizz-free and easy to manage from the start . . . lasts as long as a \$15 permanent.

That's why every hour of the day another 1000 women use Toni. That's why you'll want to get a Toni Home Permanent Kit today. On sale at all leading drug, notion and cosmetic counters. Consuelo, the twin at the right, is the one with the Toni Home Permanent. Did you guess?



De Luxe Kit with re-usable plastic curlers	Regular Kit with fiber curlers	Refill Kit complete except for curlers
\$2.00	\$1.25	\$1.00

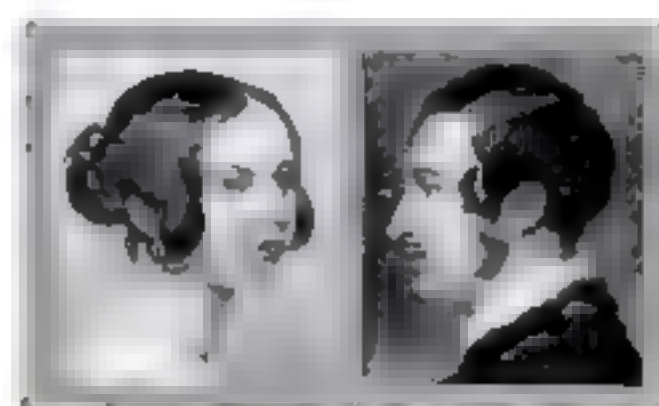
All prices plus tax. Prices slightly higher in Canada.

Toni
HOME PERMANENT
THE CREME COLD WAVE



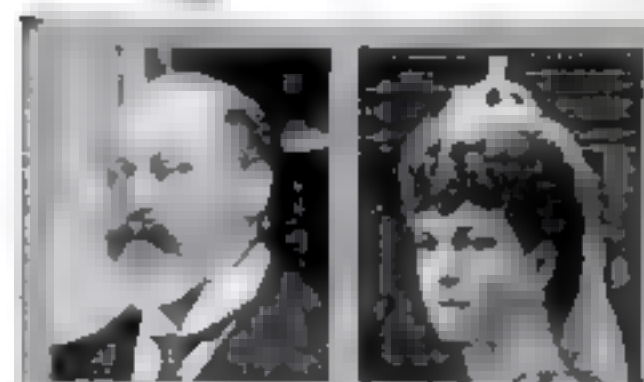
Easy as rolling up your hair on curlers—but the wave stays in for months

ROYAL FAMILY TREE



VICTORIA

ALBERT



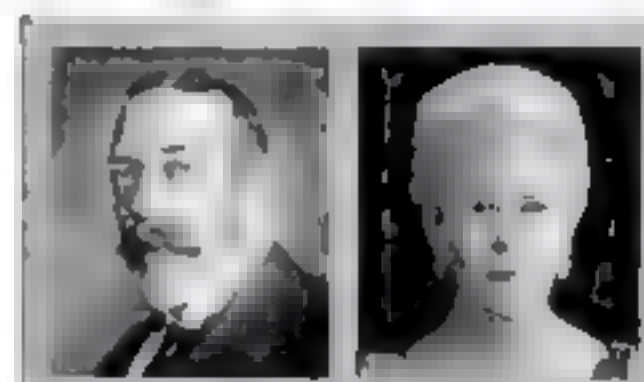
EDWARD VII

ALEXANDRA



LOUIS IV OF HESSE

ALICE



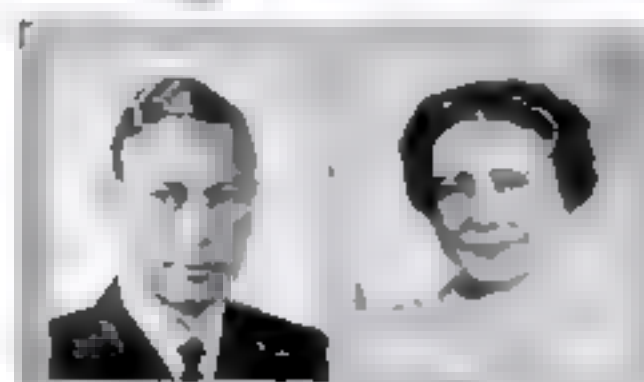
GEORGE V

MARY



LOUIS ALEX. MOUNTBATTEN

VICTORIA



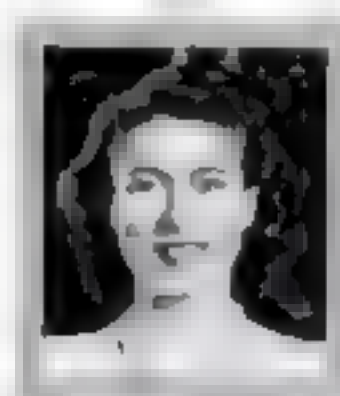
GEORGE VI

ELIZABETH



ANDREW OF GREECE

VICTORIA ALICE



ELIZABETH



PHILIP

ELIZABETH AND PHILIP are third cousins through the Hanover line. She is descended from Victoria and Albert in the male line, Philip in the female.

PHILIP AND ALBERT CONTINUED

in *Albert the Good* and *Victoria and Albert*, books which may be even more valuable to Prince Philip than they were in the preparation of this article.

The first thing that a prospective consort or student of royal husbandry must learn is that in public a consort can be only what his wife and sovereign allows him to be; in Victoria's incisive words to Albert before their marriage: "I am the Sovereign"; or, in his famous dictum: "The position of Prince Consort requires that the husband should entirely sink his own individual existence in that of his wife; that he should aim at no power by himself or for himself; should shun all attention, assume no separate responsibility before the public but make his position entirely a part of hers, fill up every gap which as a woman she would naturally leave in the exercise of her regal functions."

Albert wrote this for history, after 10 years of experience. His homely letters suggest a simpler rule and testify that Albert knew and practiced it with skill and effectiveness. This rule, here formulated for the first time, is to damn well be the boss at home. The consort who submits in private to what he must accept in public

CONTINUED ON PAGE 73

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Is $2\frac{1}{2}$ Times Larger... Writes
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PHILIP AND ALBERT CONTINUED

will all his days be as Albert discovered himself to be soon after his wedding. "I am only the husband," he wrote, "and never the master in the house."

Albert had foreseen as much, and he did not propose to put up with it. He was a weedy German princeling, fond of philosophy and lots of sleep, when, in the manner of the time, he was brought to England for inspection at the age of 16. Victoria, three months older, was 17. Her instant enthusiasm for him ("extremely handsome . . . dear Albert") was matched by his restraint. In the four years which intervened between this meeting and their marriage Victoria took the throne and proceeded to throw her young weight around in a fashion which, unchecked, might have brought her and the monarchy to ruin. Albert received reports that she was "incredibly stubborn" and also that she was addicted to dancing and late hours. "These are gloomy prospects," he wrote, adding with Teutonic terseness that he expected to modify them. At about the same time Victoria was writing, "I have always had my own way. . . . Suppose he should endeavour to thwart me, and oppose me in what I like, what a dreadful thing it would be."

Theirs was a cousinly marriage of convenience, maneuvered by their Uncle Leopold of Belgium to unite the German houses of Coburg and Hanover upon the throne of England, which had not been graced by an English occupant for so many reigns that Englishmen no longer seemed to expect one. But it was also a marriage of love, as Albert must have known on the morning when he appealed to God for help and Victoria dispatched a note to him: "Send one word when you, my most dear beloved bridegroom, will be ready." In the evening of Feb. 10, 1840, after a wedding of great state in the chapel of St. James's Palace and a slow, wet drive to Windsor Castle, the Queen of England confided to her diary the noblest of bridal lines, "I and Albert, alone."

Even so, Albert had his work cut out for him. Victoria was difficult, clinging to her royal authority, which was still considerable, and denying Albert contact with her ministers or so much as a look at state dispatches. But he persevered and in the first year he was able to inform his brother in Coburg, "Now Victoria is also ready to give up something for my sake, I everything for her sake. . . . Don't think I lead a submissive life. . . ." Biographers are discreet and the letters and diaries leave much unsaid yet tell us plainly enough that if Albert at first was nothing as a consort he was everything as a husband. Victoria loved him, he was loving. The first of their children, a daughter, was born on Nov 21, 1840. Four sons and four more daughters followed in the next 17 years. Victoria softened and Albert grew in public as well as private stature. Toward the close of his brief life Englishmen realized that in their prince consort they had, if not a ruler, certainly a wise and powerful statesman. He proved that a consort can amount to something.

Royal progress

NEVER did he reign. Victoria and the constitution saw to that, and Albert would not have had it otherwise. But he contributed largely to the reign and to the good of England. He found the staffs and managements of the royal households in a deplorable state: one department cleaned the inside of the palace windows, another the outside; the servants brawled and stole the royal moneys. In a few years he saved £200,000, enough for the purchase and improvement of Osborne House in the Isle of Wight, which became his and Victoria's favorite retreat and where she was to die. In larger matters he came to be the chief protector and patron of the British army and Royal Navy—the army's training center at Aldershot is his creation. He superintended the building of the first workingmen's flats in London *with bathrooms* (his contemporaries provided the italics, with alarm). Ministers, at last permitted and encouraged by Victoria to do so, sought his advice and valued it, and he kept an especial eye upon foreign affairs, counseling powerfully for peace when U.S. and British interests clashed during the preludes to our Civil War.

Marriage to the sovereign does not of itself create a prince consort. To the end of his life Albert's only Parliamentary status was that of prince regent, a position to be exercised only if Victoria died without an heir 18 or older. Not until 1857, when Albert was 38 and had been 17 years beside the throne, did Victoria overcome the last of her own hesitations and by Royal Letters Patent style him Prince Consort of the United Kingdom of Great Britain and Ireland. His labors, and an inner gloom which amounted at times to melancholia, had tired and aged him beyond his years, and he took no cheer in the tardy honor. "This ought to have been done," he wrote his brother, "... at our wedding." Prince of the realm though he now was, he had lost the joy of life ("I do not cling to life. You do," he

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when you've got P.A.*

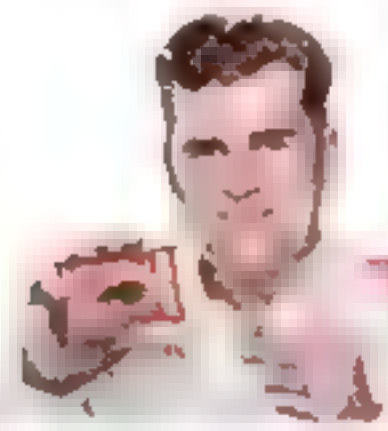


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UP FAST—AND NEAT



CONTINUED ON NEXT PAGE

this

toothbrush

makes

ordinary

brushes

seem

old-fashioned

SQUIBB

ANGLE

TOOTHBRUSH

bent like a dentist's mirror
to reach more places



VICTORIA AND ALBERT, married in 1840, produced nine children in 17 years. The young Prince of Wales, later King Edward VII, stands at his mother's knee. Prince Philip's great-grandmother, Princess Alice, leans over baby.

PHILIP AND ALBERT CONTINUED

told Victoria). He was 42 when on a winter afternoon the queen regnant looked down at him and murmured, "Oh, yes, this is death." London's vast Albert Hall and the Albert Memorial were to rise to him. But Albert the Good would probably have found his amplest memorial and the best telling of what a prince consort is and must be in the cry of his widowed Queen, "There is nobody to call me Victoria now."

Happily for the young man who has undertaken to be the next prince consort, the life and woes of Albert do not necessarily offer a total parallel. There are some important differences.

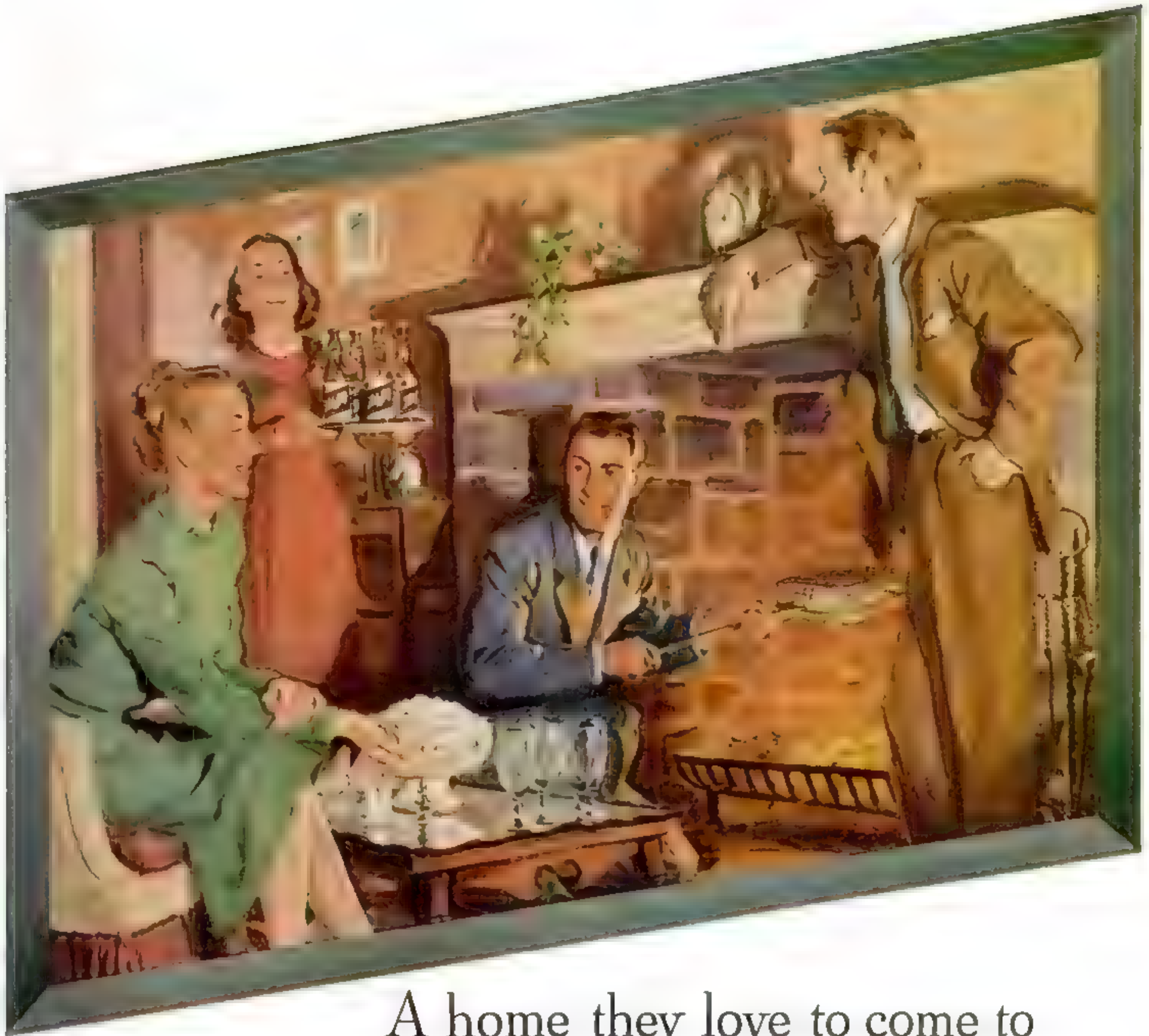
For one thing, Philip Mountbatten is not marrying a queen and therefore will not have to shoulder all of a consort's burdens, with or without the title, on the very day of his wedding. In the person of Her Royal Highness the Princess Elizabeth Alexandra Mary, Philip is taking to wife the heiress presumptive to the throne, with every prospect that she will someday be the reigning queen. The responsibilities and restrictions that hedge an heiress presumptive are weighty; they will increase as she grows older, and her husband must share them. The prestige and prerogatives of an heiress presumptive are also large; they do not pass to the husband, and Elizabeth by all accounts is not one to minimize or relinquish them. But Philip will have several advantages that Albert did not enjoy.

Not the least of these is the existence and authority of his in-laws. King George VI and Queen Elizabeth will be very much at hand. They are said to be altogether fond of Philip, and they are acquainted with the qualities in their daughter which have caused her to be compared to Victoria in some of her adamant aspects. The tradition and heritage which give Princess Elizabeth an occasionally overpowering sense of certainty and majesty also give her father an authority and a voice which the most willful of daughters would be bound to respect. In all matters which initially determine Philip's position in the royal household, the king decides. He could not, if he would, place his son-in-law ahead of or above his daughter, but he can see to it that Philip remains beside her, in adequate dignity.

However helpful the king's benign presence may be, Philip's biggest advantage is in himself. He has a gay heart, and on the whole it will probably serve him better than Albert's rather grim sense of rightness and duty. This is just as well, for there is nothing especially gay in Philip's ancestry. Like that of the British royal family, it is heavily Germanic. Philip is by birth a prince of the royal house of Schleswig-Holstein-Sonderburg-Glücksburg. The Glücksburg in this complex array derives from a seaside resort in Schleswig-Holstein. Glücksburgs and related scions of the house have occupied the throne of Denmark since 1863, and by no doing of their own they have intermittently supplied kings to Greece since 1863, when Britain, France and Russia managed to have Prince William of Denmark installed in Athens as George I. He was assassinated in 1913, and his successors have had a uniformly unfortunate record of premature death, abdication, exile and uncertain return which persists to this day. One of the characteristics of most of the Glücksburgs concerned in these misadventures has been a scarcely repressed aversion to Greece and a marked liking for England, and Philip's upbringing has reflected both sentiments.

He was born Prince Philip of Greece and Denmark on June 10,

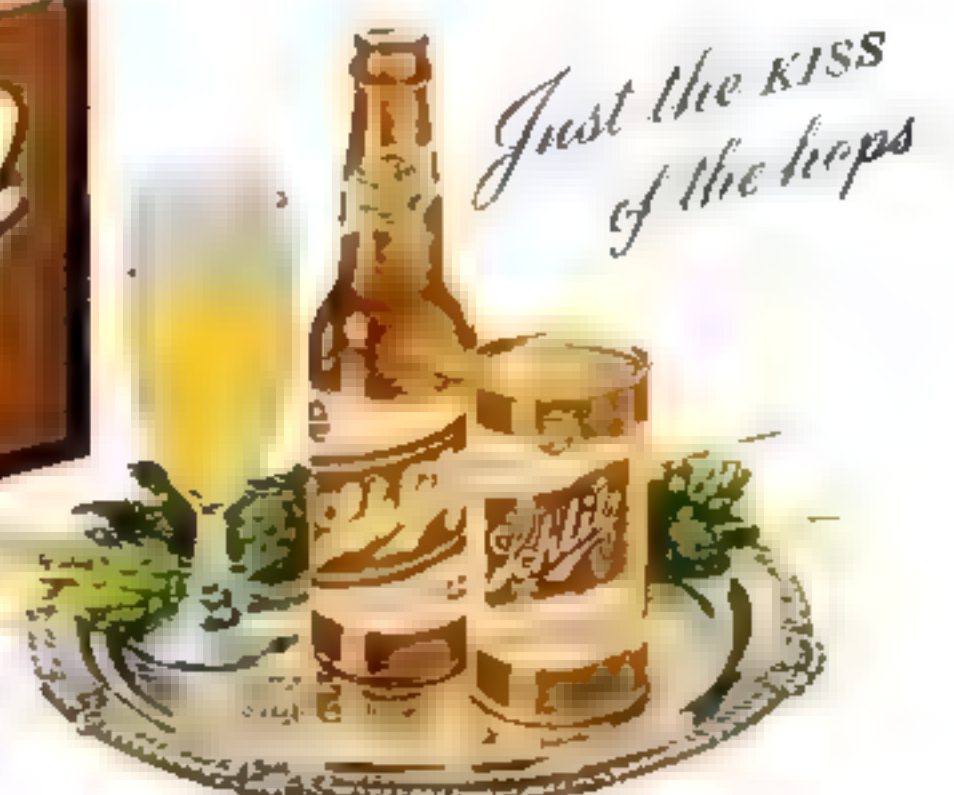
CONTINUED ON PAGE 81



A home they love to come to

Like a hearty handclasp at the threshold, there's an air of hospitality that bids you welcome in the home where Schlitz is served. Maybe it's partly because the name on the bottle is that of an old and trusted friend. Maybe it's partly because your confidence in the name is so fully confirmed by the famous flavor inside. But most of all, it's a comfortable feeling that your host and hostess are glad you're there. There is no better way to express heartfelt hospitality than by serving the finest of all fine beers.

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"I was amazed!" reports Mrs. John C. ... of Detroit. "I just couldn't believe my complexion would respond so quickly to the 14-Day Palmolive Plan. But day by day, my skin became less oily and coarse-looking, and at the end of only two Fort weeks, my friends were

complimenting me on my better complexion. As you know, lots of women have had the same experience. Actually, the doctors, testing skin specialists, tested the Palmolive Plan on 100 women and proved it can bring a lovelier complexion to 2 out of 3 women in 14 days!

YOU, TOO,

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in only 14 days!

Less Oily—Clearer

"Less oily," Grace Hesse of Kansas City reports. Excessive oiliness often leaves skin blotchy-looking—just not that lovely look. The Palmolive Plan brings balance back to the skin of the women who had oily skin.



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"My skin became less coarse-looking," reports Ruth Carr of Philadelphia. The doctors reported that two thirds of the women tested had smoother, actually finer-looking skin. See what Palmolive can do for you!

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The doctors used black and white to capture clearing response to the 14-Day Palmolive Plan. "My complexion improved a lot," reports Katherine Waplev of New York City. The doctors found over half the women got clearer looking skin!

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"Skin brighter, actually less yellow," says Alice Van Lierden, San Francisco, after testing the 14-Day Palmolive Plan. The doctors report this same improvement for 2 skins out of 3. Start your Palmolive Plan today!



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PHILIP AND ALBERT CONTINUED

1921, at Mon Repos, his parents' summer home on the Island of Corfu. His father was Prince Andrew, the fourth son of the assassinated George I. Prince Andrew was also unfortunate enough to be a general of the Greek army which attacked the Turks after World War I, and he shared the disgrace of its defeat. He faded toward an unsung death in 1944, reportedly rejoicing that Princess Andrew (Princess Alice of Battenberg) had raised the boy to be an Englishman. Considerable care has lately been taken to remind the press that Philip was removed from the Greek soil of Corfu in babyhood and spent less than four months in Greece itself and that he has never spoken a word of Greek. Whatever their preferences may have been, his relations did not have much choice: the Greeks ejected his first cousin, the late George II, in 1924, and the family was in enforced exile until Philip was 14.

Philip's ill luck in being born a Glücksburg of Greece was more than compensated for by his good fortune in also being a Battenberg, or Mountbatten, as his mother's side of the family has been called since World War I when anti-German feeling forced his grandfather, Admiral Prince Louis of Battenberg, from the service and eventually required a major overhaul of royal nomenclature. George V, scion of Hanover and Saxe-Coburg-Gotha, took the surname of Windsor for his family, meantime prevailing upon Prince

Louis to become Mountbatten and the first Marquess of Milford Haven. An incidental effect of this episode was to provide the young Philip of Greece and Denmark with a perfect English uncle, second father and namesake in the person of Prince Louis' younger son, Lord Louis Mountbatten, who is soon to be Earl Mountbatten of Burma.

When Philip was entrusted to him Lord Louis was something of a playboy, apparently taking more interest in disbursing the large income brought to him by his wife, the Honorable Edwina Ashley, than in the care of the young and the furtherance of his own naval career. However, it is said that he gave the boy a good deal more than his formal protection, counseling him affectionately and wisely in the lot and

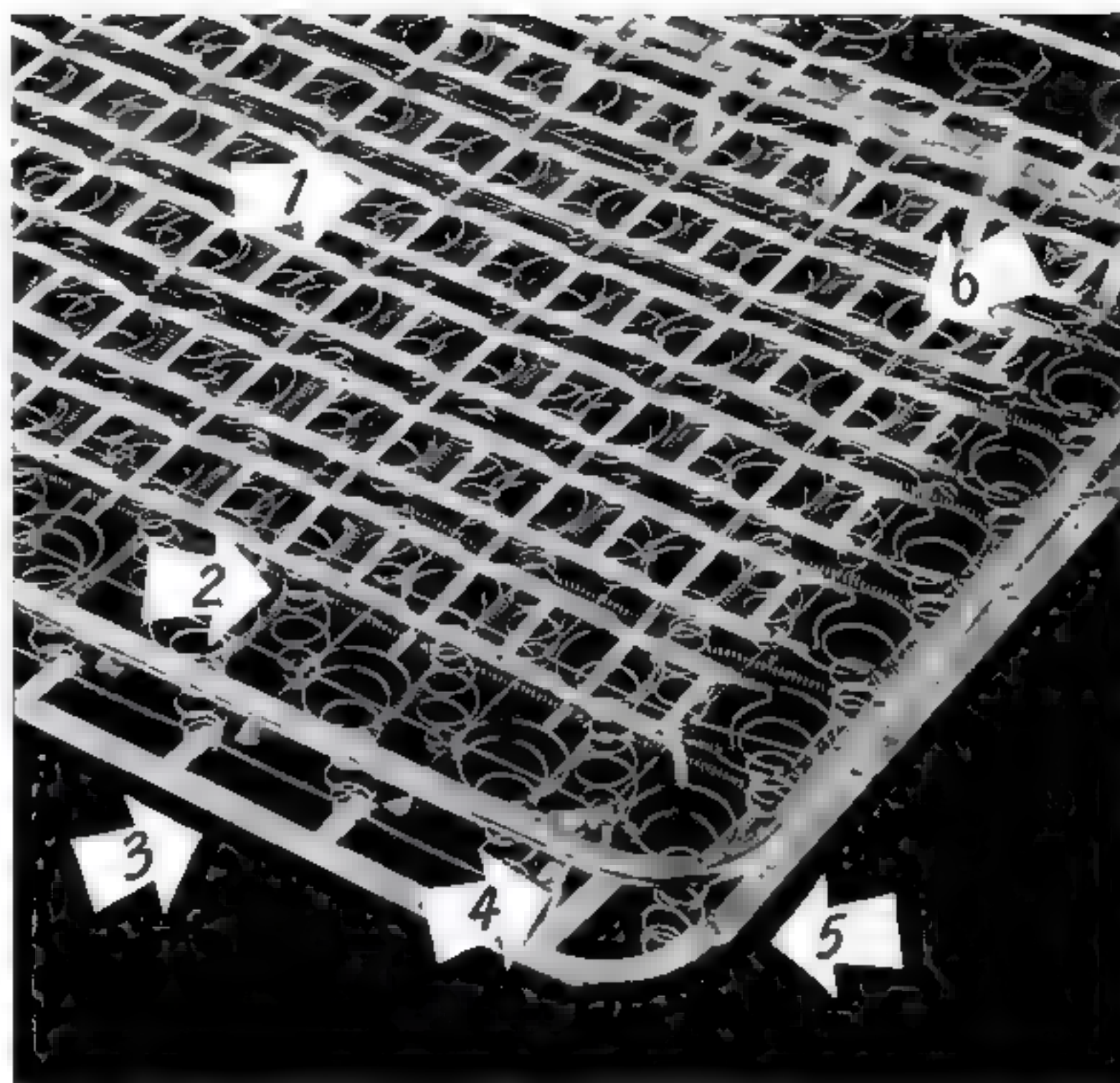


AT 9 Philip owned fancy Greek costume. But he has no Greek blood, has never learned to speak the language.

place of princes in the modern world. Philip was at school most of this time, but he spent his holidays at the Mountbattens' London house and considered it his home.

Philip and Elizabeth first met during this period, and a vast expanse of newsprint has been devoted to precise and contradictory accounts of how and when the event occurred. The narrators agree only that it was not love at first sight. The favored version places their introduction at a family luncheon given by George V and Queen Mary at Buckingham Palace when Philip was 10 and Elizabeth was 6. They later saw each other occasionally at Coppins, the Duchess of Kent's suburban house in Buckinghamshire, and were introduced in full protocol at the coronation of Elizabeth's father. None of these meetings made any discernible impact on them or on history.

If Philip had been growing up in America he would undoubtedly have been dubbed "Highpockets." He was a stringy towhead with prominent hands and feet and a loud laugh which altered the course of his youth. He had been sent to Salem, a progressive school in Germany, where he was to be under the eye of his sister Theodora and her husband Prince Max, Margrave of Baden. It was reported to them that Philip roared with laughter every time he saw a Nazi salute, and Theodora thereupon sent him back to Britain and installed him at Gordonstoun, a remarkable institution founded in Scotland by a German refugee named Kurt Hahn. The first principle of Gordonstoun is that life is rugged. The curriculum is shaped accordingly, with a somewhat startling emphasis on climbing ropes, jumping hurdles, running, soccer, hockey, cricket and, above all, seamanship. Philip took to the sea and seems to have done considerably better at its arts than in the classrooms of Gordonstoun. He also had a fling at theatricals, playing Shakespeare with more enthusiasm than nuance, and he showed an early taste for pubs, passing happy hours with Innkeeper Alastair Mitchell. It was during this period that Philip was almost internationally famous among the "Continental set" of young ladies. Young European princesses and Amer-



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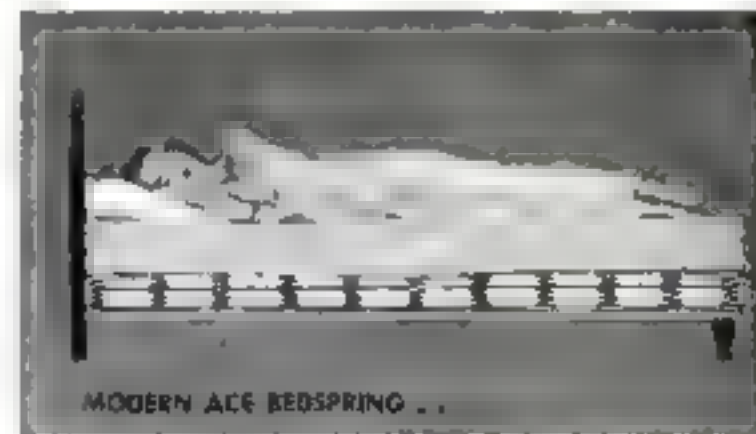
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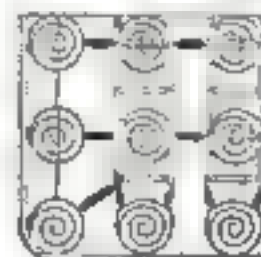
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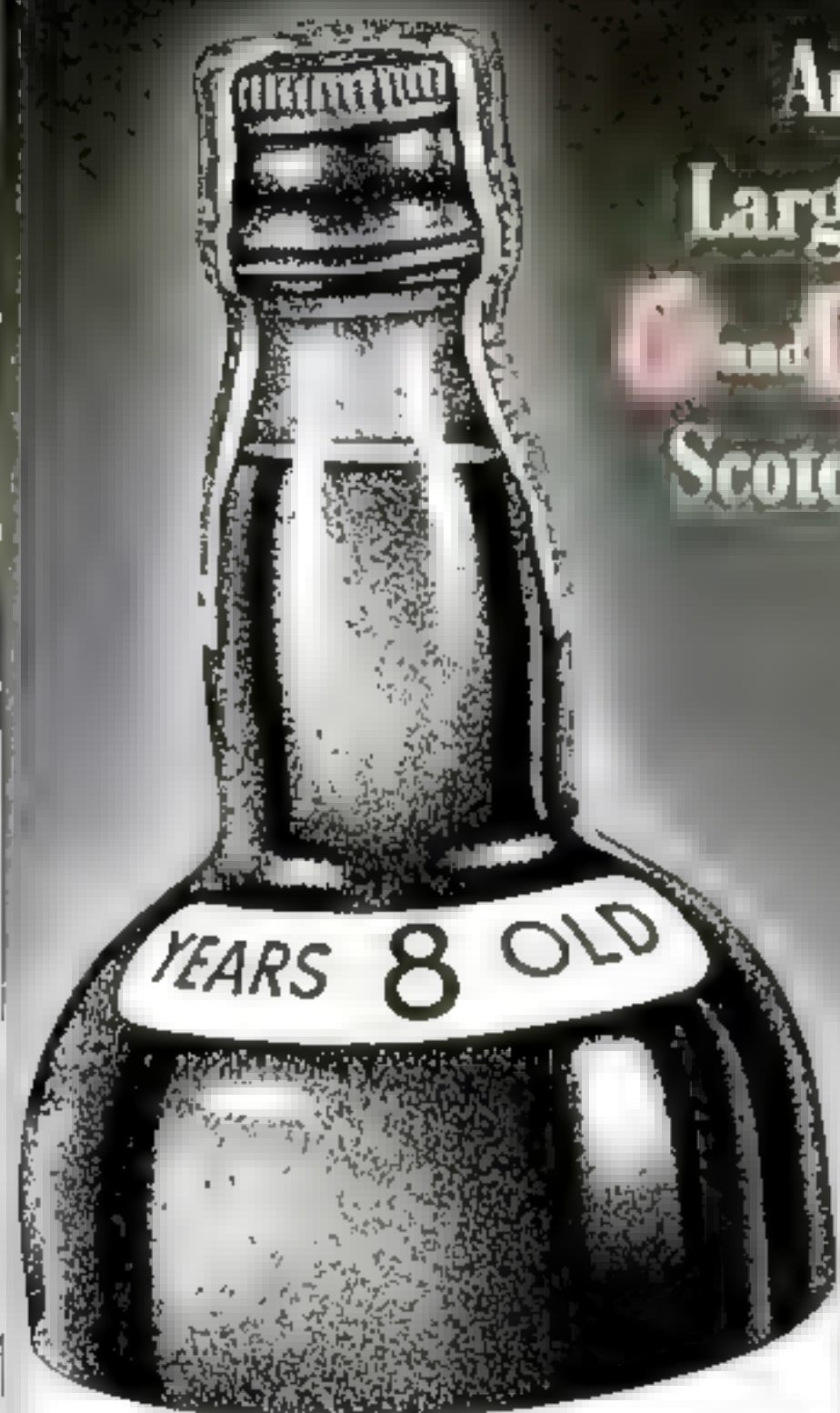
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THE GLENFIDDICH AND BALVENIE-GLENLIVET
DUFFTOWN, SCOTLAND

ALCOHOLIC STRENGTH 86 U.S. PROOF

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Austin Nichols

600 N. 1st St.
Brooklyn-New York

PHILIP AND ALBERT CONTINUED

ican debutantes, who merely had occasion to study him at a nearby table, were smitten by his masculine attractiveness and charm.

In writing of his princely pupil, Hahn has remarked his early "wildness and recklessness" and the penchant for pranking which has since been noted with less charity by some of his acquaintances. But he passed his examinations for the Royal Naval College at Dartmouth in 1939. Hahn said of him then in a confidential report to the navy, "Prince Philip is a born leader, but he will need the exacting demands of a great service to do justice to himself. His best is outstanding, his second best is not good enough."

The exacting demands of Dartmouth brought out his best: he won two prizes, including the cherished "King's Dirk," denoting him the best cadet of his war-shortened term. He proceeded to six years of salt-water service, including some brisk action at the Battle of Matapan and a tour on the staff of Uncle Louis in the Southeast Asia Command. Occasionally he had shore leave in Britain and he spent some of these intervals with the royal family at Windsor. He also met and made a friend of the Dowager Queen Mary, a formidable figure who in many respects still dominates the royal scene. Queen Mary lived during much of the war at Badminton House, the Gloucestershire home of the Duke and Duchess of Beaufort, and as usual was in constant combat with the trees on the estate. One of the few really royal spectacles of our decadent day is said to be Queen Mary directing operations against trees which she has marked for alteration or destruction, always of course in the interest of improving whatever landscape she happens to be commanding. Lieut. Prince Philip of Greece prudently fell in with these maneuvers, and he and Queen Mary often traversed the Beaufort terrain together, lopping trees and chopping wood for the ducal fires. There is no evidence that Philip then had the slightest idea of what was in store for him, but as things turned out the charm which attracted the young girls had, as is often the case, a similar effect on the 75-year-old queen dowager. Philip thus endeared himself to a powerful ally who might have been a fatal adversary.

People in earshot of royalty began to notice as early as 1945 that Philip was cropping up in Elizabeth's conversation with increasing frequency. Early last year the word got around that his picture adorned the table in her dressing room. Philip by then had been given instructional duty at H.M.S. *Royal Arthur*, a shore school for petty officers near Corsham, in Wiltshire, and his sports roadster was often to be seen in the palace yard at teatime. He appeared fairly often among the young Guards officers, dukes, earls and ladies-in-waiting who regularly accompanied Elizabeth to the Bagatelle, her favorite Mayfair restaurant, and sometimes to dances at the Dorchester. The gossip began to "hot up," as the British say, but until the fall of 1946 nobody could quite bring himself to believe it.

A sophomoric tinge

PHILIP'S manner and habits did not encourage the romantics. He began to get a name for boisterous jokes and for a notably catholic taste in the company he kept. He ranged from the Four Hundred, a painfully exclusive nightclub where black tie and dinner jacket are the required minimum in male dress, to the Cabaret Club, a cellar resort where hostesses consume green water at the equivalent of \$3.60 per jug. At a party his sense of humor was aroused by the sight of a stately young woman sweeping past in a long dress. Philip stuck out a foot, half tripped her and laughed pleasantly when she whirled and cried, "Damn it, Philip, stop that!" At this time he was still Prince Philip, and young ladies were supposed to call him, at the very least, "Sir." He did not appear to resent the lapse. On less formal occasions he was observed to while away the early-morning hours by pricking pins into telephone books and calling any sleepyheads whose names he happened to hit.

The most devoted of his acquaintances could not escape the sophomoric tinge in such pranks or the thought that their perpetrator was, after all, Lieut. Prince Philip of Greece, R.N., four years and a whole war past his majority. Nevertheless it would be a mistake to assume that he was or is widely disliked on this account. An impressive variety of acquaintances and friends, varying from Fleet Street journalists to young men of his own kind, testifies that he is likable and liked. "He's nice—I'm sorry, but that's the only word for him," a young Guardsman who has met him in royal company recently remarked, and that seems to be the general judgment. One of Philip's acquaintances among London's intellectuals remarked the other day that "he's healthy, mentally and physically," implying that this is in pleasant contrast to the general health of young aristocrats of his class. Philip takes serious things seriously, perhaps with a touch of simplicity but always with alert intelligence.

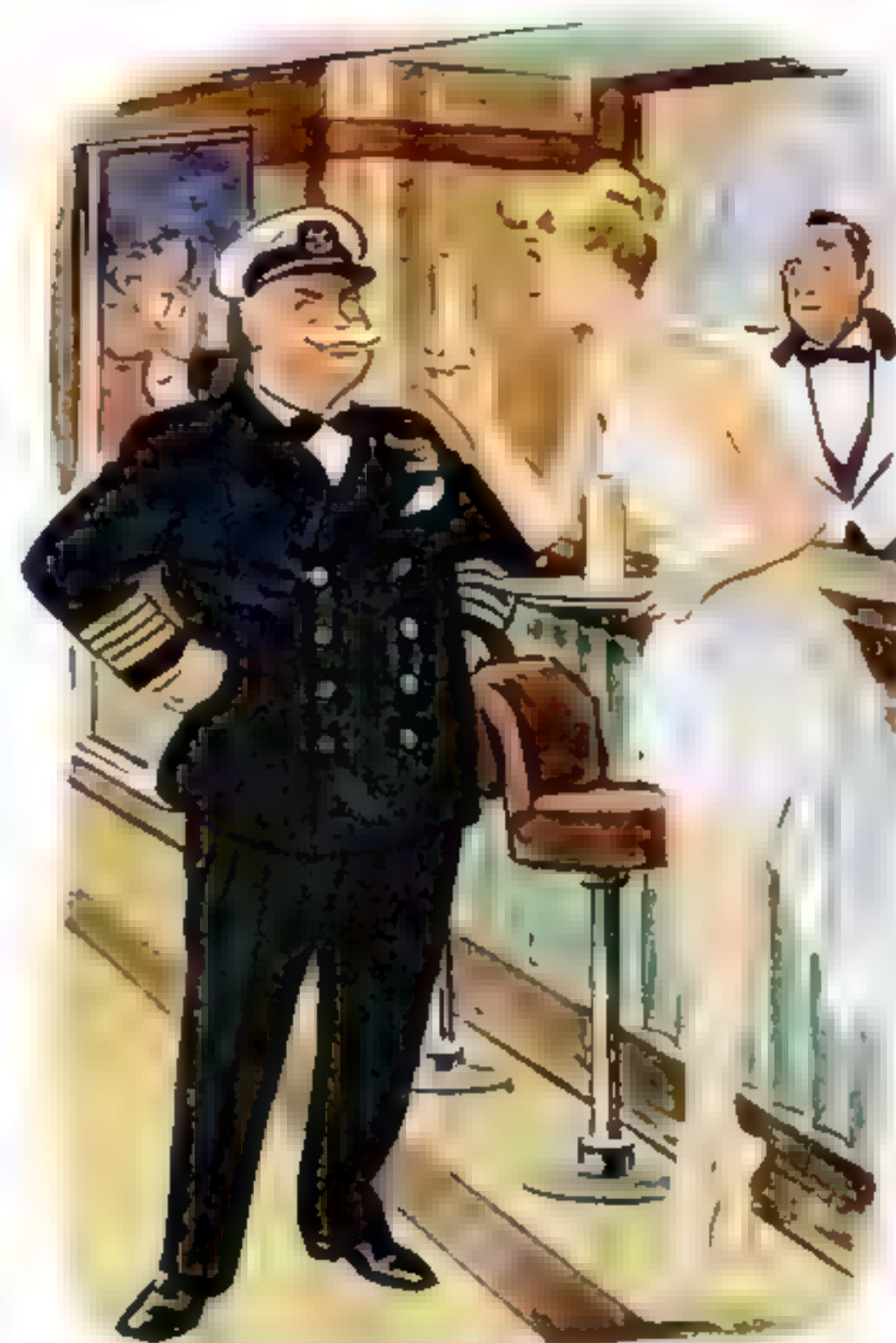
CONTINUED ON PAGE 83

"Hold on! You can't board without papers!"



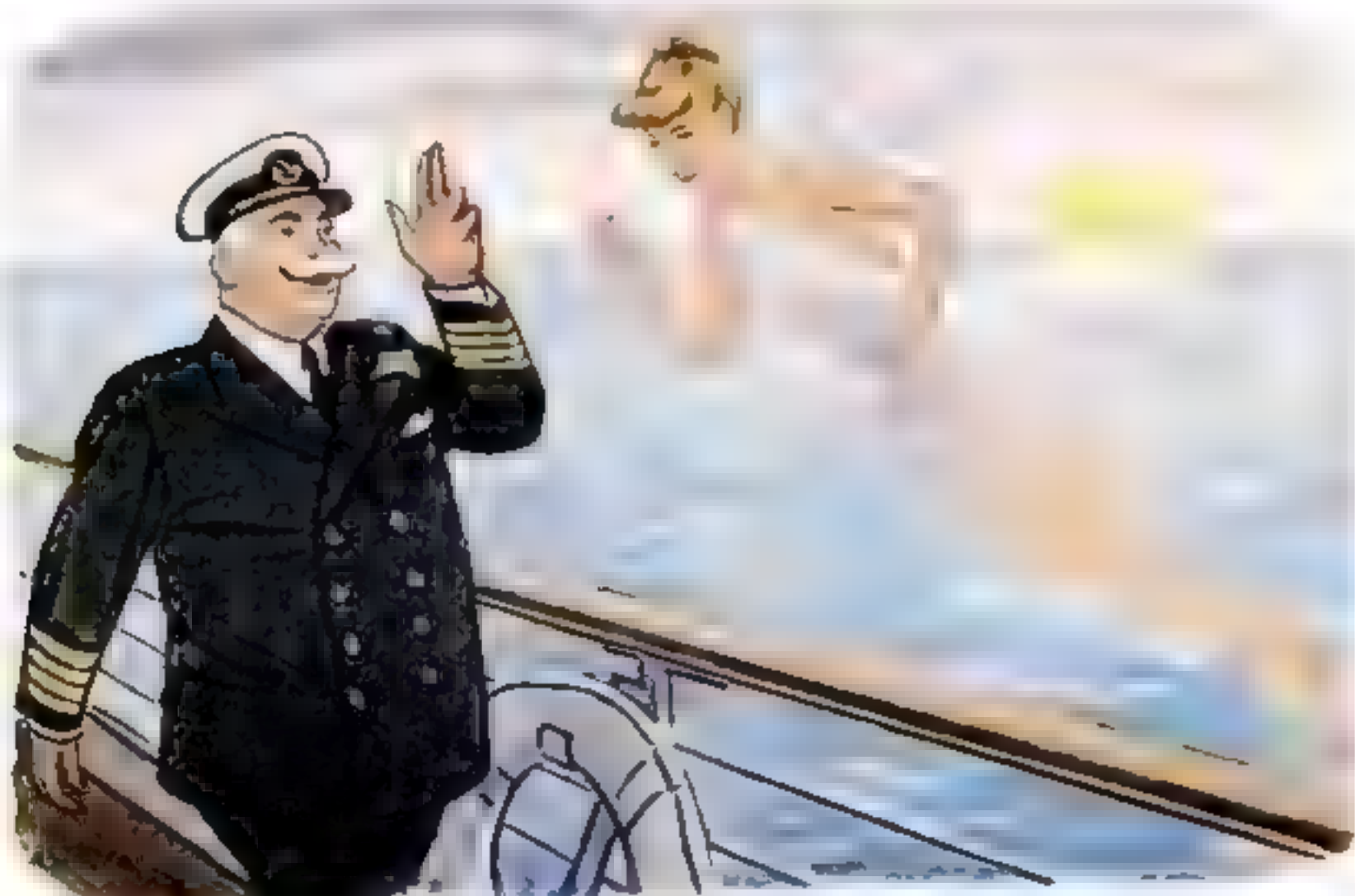
1. CAPTAIN: What! No passport, no visa? We can't take on passengers in mid-ocean! Say, who—or what—in blazes are you?

PSYCHE: Why, Captain, you *must* know me. I'm Psyche, the White Rock symbol. Would you be good enough to show me to the bar? I have work to do.



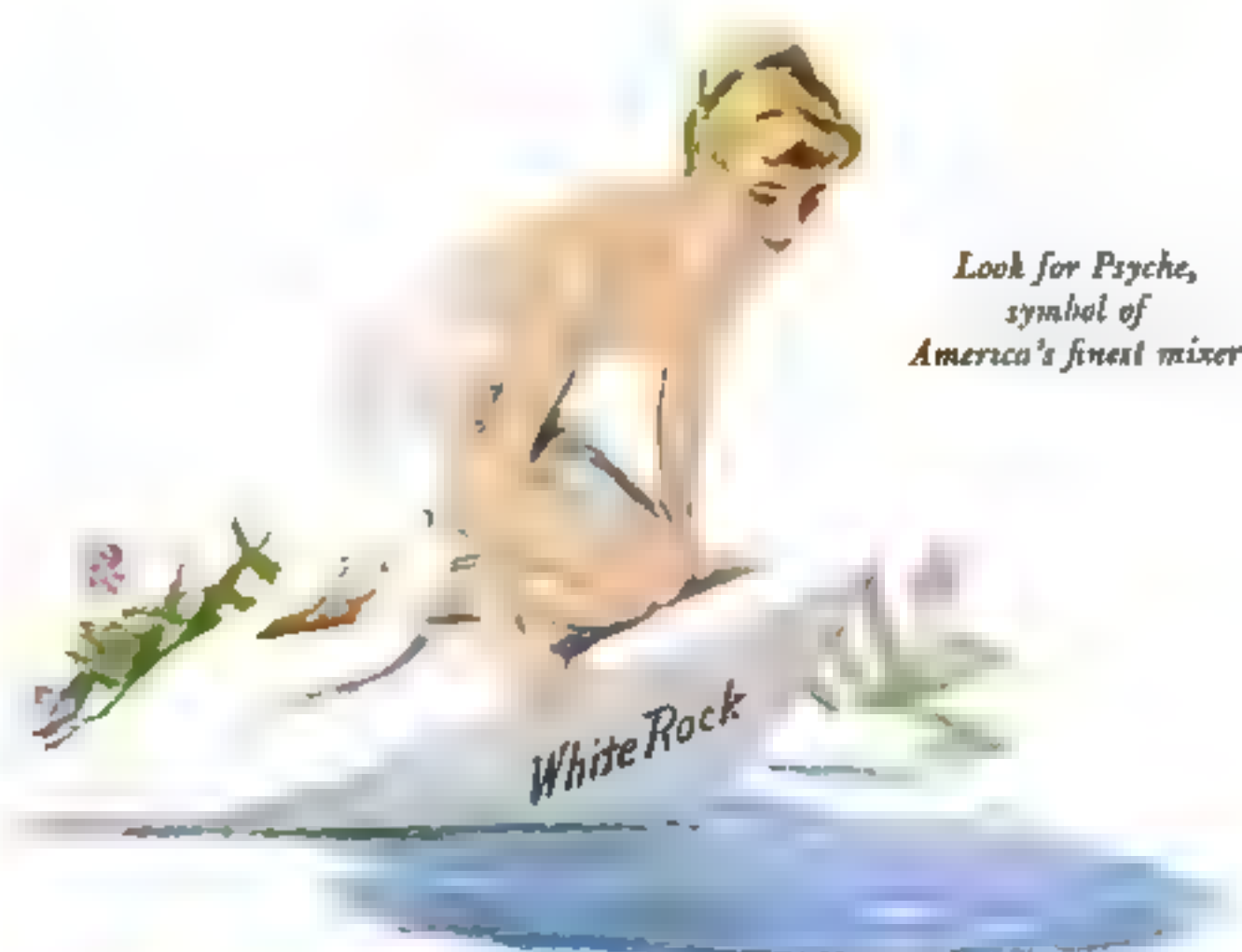
2. CAPTAIN: Work? Have you a union card? This is most irregular!

PSYCHE: It's irregular for such a fine ship to serve drinks with anything but White Rock! Don't you know that White Rock's mineral tang adds zing—and its alkaline effect helps you feel better tomorrow?



3. CAPTAIN (Next A.M.): Psyche! Dozens of passengers have complimented me on those drinks last night—and all of them feel chipper as a clipper this morning. Can you drop in *every* trip?

PSYCHE: Maybe, but first let me drop a hint—never say "soda," say White Rock!



Look for Psyche,
symbol of
America's finest mixer

White Rock

Sparkling Water



KEEPS YOU SPARKLING, TOO.

Delicious Coffee - every time with **Sunbeam COFFEEMASTER** IT'S AUTOMATIC

Shuts off by itself when the coffee is done... then resets itself to keep the coffee piping hot... *Automatically*



No Watching! No Guesswork!
SIMPLE AS A-B-C

COFFEEMASTER coffee is ALWAYS perfect—because everything is automatic. Simply set it and forget it. It is your assurance of the same delicious, clear, full-bodied coffee every time you make it because the water is always at the correct high heat, and the brewing time is always uniform—secrets of delicious coffee-making.

COFFEEMASTER makes coffee more than 50% FASTER than electric glass coffeemakers. No worry about bowl breakage either—it is all gem-like chrome plate, inside and out.

COFFEEMASTER shuts off by itself when the coffee is done... then re-sets itself to keep the coffee piping hot. You can't miss—it's automatic.

This year's most popular gift for weddings, anniversaries and other occasions. The supply is increasing—see your dealer.



**A ALL YOU DO IS
PUT IN THE WATER
AND COFFEE.**

B SET IT! FORGET IT! Read the paper,
dress the children. In a few minutes, click!
... it shuts itself off when coffee is
done. Re-sets itself to keep coffee hot.

**C LOVELIEST OF
SERVERS—** and no
glass bowls to break.

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PHILIP AND ALBERT CONTINUED

The romance reached its climax last year at Balmoral, the royal retreat in Scotland, where Philip spent a long leave with Elizabeth, her sister Princess Margaret and their parents. It was then that Elizabeth made up her mind and that Philip made up his. What passed between the girl of 20 and the prince of 25 belongs to them. But they know how it was between Victoria and Albert; how Victoria recorded it in her diary, which belongs to history. She, too, was 20 on the October evening in 1839 when, as a queen must, she called the young prince to her and told him what she wished and he responded with "the greatest demonstration of kindness and affection." And the gentle lines continue, "How I will strive to make him feel as little as possible the great sacrifice he has made!"

Whatever sacrifice Philip was making could not be operative at the time for several reasons. Elizabeth's parents preferred to postpone the announcement until she was 21, a delay which incidentally would give her several months to think it over. The prime minister, his cabinet and the foreign office were by no means happy about the prospect of the heiress presumptive's engagement to a prince



ALBERT MEMORIAL houses the statue of consort. Florid Gothic style resembles cruet stands which Albert designed for the royal dinner table.

of the Greek royal family, which was intensely unpopular with the British Left and none too popular with anybody, including the British ministers who had assisted its postwar restoration. Had this objection persisted, the king would have had to forbid the match, and a royal row might have developed between him and his stubborn daughter. Events and some carefully contrived circumstances averted this unhappy result. Increasing Russian belligerence with respect to the Greek situation served to render its king, who after all was against the Communists, less obnoxious to all but the British Communists. Tom Driberg, a leftist M.P. and Sunday columnist, met Philip and announced that he was a splendid young man. Philip applied for British citizenship and in February of this year became plain Lieut. Philip Mountbatten, R.N. (only the war had prevented his doing so much sooner, but it was useful all the same). The British public, which had a good deal else on its mind, reacted with pleased indifference to the successive unofficial announcements that the engagement was about to be announced. When at last the Court Circular proclaimed, "It is with the greatest pleasure that the King and Queen announce . . ." it was something of an anticlimax.

The British demand a great deal of their royalty, and so far Philip has been up to the mark. He rejoined the family in Scotland this fall, and there were murmurs of satisfaction when he dispensed with chauffeurs and appeared at the wheel of an unimpressive sedan, with Elizabeth seated demurely beside him. At other public appearances he has seemed to be at ease, usually a little in the background, watching closely and sometimes asking the king to explain a piece of royal business. Politics interests him, and his views reflect those of his friends in the varied liberal Left. He has a rather naive but deep sense of "the Mountbatten mission," seeing no reason why he, as a royal husband and later as prince consort, may not carry on the good work of Lord Louis, for whose achievements the nephew has a profound respect. He has informed some of his less regal cronies, however, that he will be seeing them as usual and that he also intends to go back to sea, a project which probably does not appeal to Elizabeth but seems to have the support of the king. Genealogists are poring through records at the king's instruction, choosing a proper dukedom for Philip, and the Garter Principal King of Arms is at work upon a coat-of-arms. The king and the prime minister will be discussing the allowance to be given him from the Civil List, supplementing Elizabeth's £15,000 a year, and the furnishers are at work upon their apartments in Windsor Castle and Buckingham Palace. The king is pondering the royal precedence to be accorded him (next to Elizabeth? Or perhaps just behind the Duke of Windsor, who is certainly not expected to appear at court anyhow?). All the machinery of royalty is drawing Lieutenant Mountbatten, R.N., the gay prince, fair and tall, toward that prospect which his ancestor Albert understood and foretold.

"My future position," he wrote, "will have its dark sides and the sky will not always be blue and unclouded. Oh, the future!"

the Greek royal family, which was intensely unpopular with the British Left and none too popular with anybody, including the British ministers who had assisted its postwar restoration. Had this objection persisted, the king would have had to forbid the match, and a royal row might have developed between him and his stubborn daughter. Events and some carefully contrived circumstances averted this unhappy result. Increasing Russian belligerence with respect to the Greek situation served to render its king, who after all was against the Communists, less obnoxious to all but the British Communists. Tom Driberg, a leftist M.P. and Sunday columnist, met Philip and announced that he was a

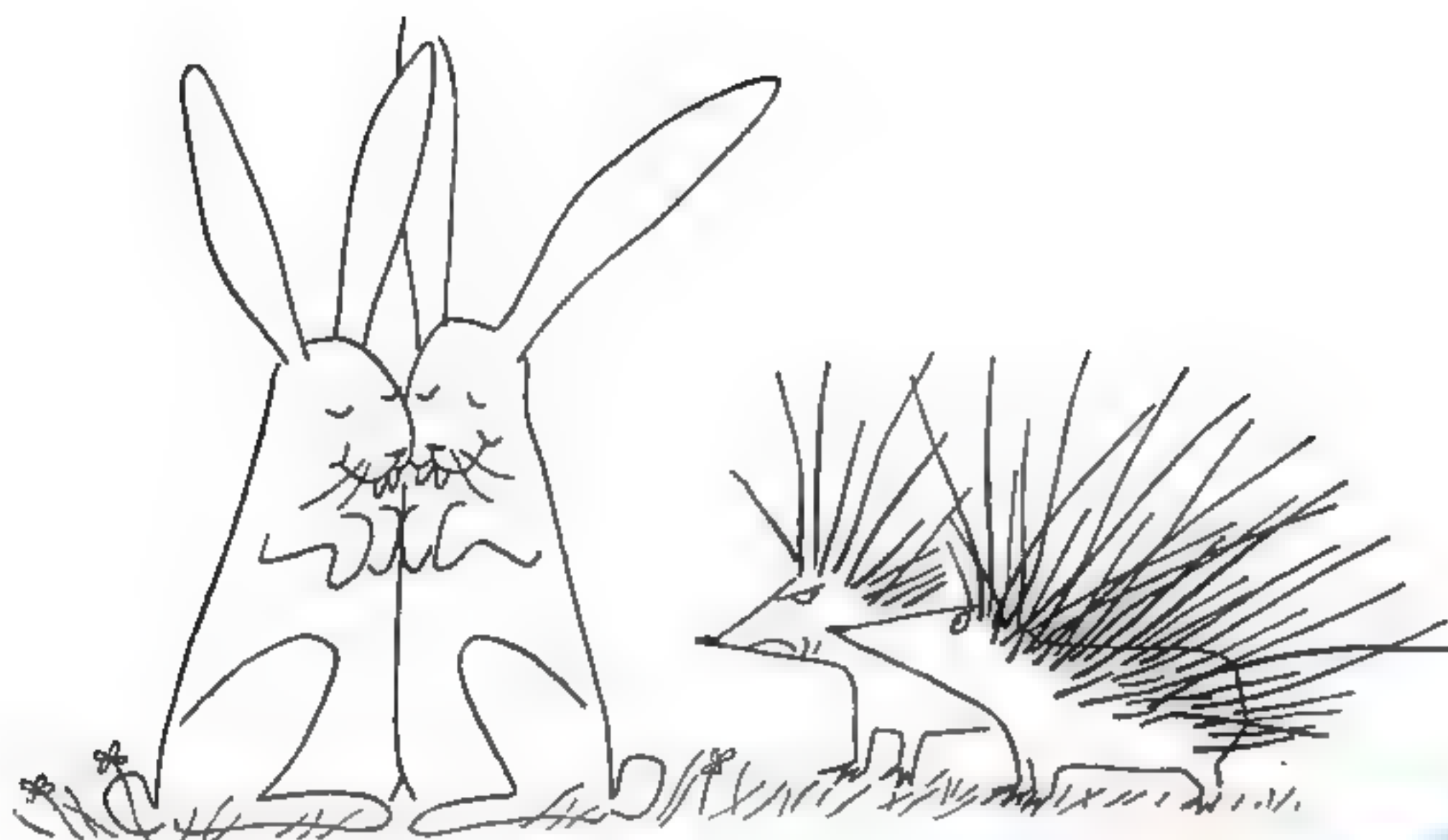
THOSE WHO KNOW

— order
nationally known
brands like
Barbarossa
the premium beer
the pride of the
host from coast
to coast

A Welcome Label on any Table

BARBAROSSA
The Premium BEER

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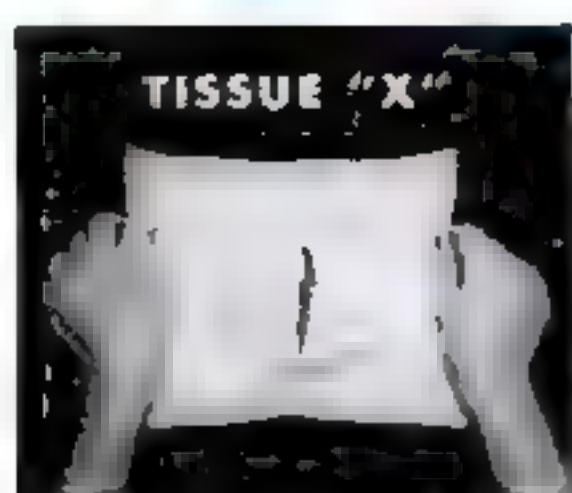
Soft!



Large box,

33¢

Soft as a bunny? YES, YES! YES is the new tender-touch Tissue—snow-white and soft, yet extra strong. Strong in *both* directions. And so absorbent, too. YES drinks up moisture fast as *that!* Takes in the biggest “blow”—lustiest sneeze or creamiest facial cream with instant ease. Other new features: dainty YES picks up quick as a flash from the new wide-opening box. And the box is flat-shaped for easy carrying, convenient storing. Personal Products Corporation, Milltown, N. J., Chicago and San Francisco.



AND STRONGER, TOO!

Stretch it and see! Tissue “X,” like many tissues, tests strong in one direction only. Soft YES Tissue proves strong *both* ways. Stronger, absorbent YES can take it!



IN LABORATORY CHEMIST PAUL LAUFFER BLENDS COLOR PIGMENTS TO CREATE NEW SHADES OF LIPSTICK

LIPSTICK

MOUTH PAINT IS A BIG U.S. INDUSTRY

To most American women lipstick is a form of clothing; without it they feel undressed. Consequently lipstick production is a big industry. In 1946 alone American women spent an estimated \$29,200,000 for 5,000 tons of lipstick—190 million individual lipsticks in all. From this the federal government collected \$5,840,000 in luxury taxes—enough to pay the U.S. President's salary for the next 77 years.

Lipstick is manufactured by combining perfumes, color pigments and oils

with a wax base, as shown in these pictures made at the Tangee factory. Good lipstick must spread on the lips smoothly and easily, yet, once applied, it is expected to stand up under all wear and tear except the most violent kisses. The stick must not melt in hot weather or become too hard in cold. Lipsticks are made in every shade of red from light orange to dark purple to suit every feminine complexion and wardrobe. Recently one manufacturer introduced a lipstick of cold, funeral blue which he claims perfectly complements white-haired matrons.

CONTINUED ON NEXT PAGE

LIPSTICK CONTINUED



LIPSTICK-MAKING begins with pouring and mixing of ingredients in large stainless-steel vats, which are heated by steam to approximately 190° F. Presently a work-

man (*foreground*) pours out a sample from a vat mixture, cooling and placing it in the company laboratory. He and others in the different stages are being compared.



ON OTHER SIDE of vats girl worker fills mold with hot liquid lipstick from a vat at top base of the vat. After cooling, excess is scraped from mold with a putty knife.



MOLDS ARE OPENED, revealing perfectly shaped lipstick bars. Lipsticks are sorted and examined, cut to size before being placed in their final packaging.



ON FINAL INSPECTION LINE Lipsticks and cases move slowly past girl inspectors on long belts to end of the table (background), where they are boxed for shipment.

Imperfect lipsticks and containers are rejected by inspectors, who record them on control sheets. The plant, at Long Island City, N.Y., can turn out 250,000 lipsticks a day.

KINSEY'S NOVEMBER CALENDAR

S	M	T	W	T	F	S
						1 <i>Lis-b-bon shaken by great earthquake, 1755.</i>
2 <i>So. Dak. and No. Dak. become states, 1889. H'lo!</i>	3 <i>First Auto Show, 1900. They still for sale, Bud?</i>	4 <i>Election Day! (Vote for Kinsey, Bud.)</i>	5 <i>How'd your candidates make out?</i>	6 <i>Repub's adopt elephant as party symbol, 1874.</i>	7 <i>Adopt Kinsey as your favorite whiskey.</i>	8
9 <i>Old Hickory's militia fights off Indians, 1813.</i>	10 <i>Stanley finds Livingstone 1871... he presumes.</i>	11 <i>Unknown Soldier buried at Arlington, 1921.</i>	12 <i>1st college football game, 1869. Ya-ay, team!</i>	13 <i>Horse-cars begin running in N.Y.C., 1832. Gee-e-e!</i>	14 <i>1st 'chute jump from an autogiro, 1931.</i>	15
16 <i>Don't ask for whiskey... ask for Kinsey Whiskey.</i>	17 <i>Congress moves into Capitol in Capital, 1800.</i>	18 <i>Standard 1883. About.</i>	19 <i>Like pat'd., no crank?</i>	20 <i>Cigar lighter perfected, 1871.</i>	21 <i>Kinsey Whiskey perfected, 1892.</i>	22
23 <i>Could I go for a Kinsey Manhattan? Watch my smoke!</i>	24 <i>Barbed Wire pat'd., 1874. Get the point, Bud?</i>	25 <i>So. Pole residents await U. S. Expedition, 1929.</i>	26 <i>Booth opens in Hamlet, 1864... runs for 100 days!</i>	27 <i>Thanksgiving Day. Let's be thankful!</i>	28 <i>First auto race, 1895. Who-o-o-sh... 7 1/2 m.p.h!</i>	29 <i>"Barber of Seville" 1st Italian opera in U.S., 1825.</i>
30						

Copyright 1947 Kinsey Distilling Corp.

The secret of a prize Manhattan? Kinsey whiskey...smooth as Satin!

In November, or any month for that matter, a smooth, delightful Kinsey Manhattan makes the perfect "warmer-upper" when good fellows get together. Here's how:



2 parts delicious Kinsey... 1 part sweet Vermouth... 1 dash bitters. Stir well with cracked ice... strain into cocktail glass... add cherry.

Whatever your favorite drink, you'll like it better made with smo-o-oth flavor-full Kinsey Whiskey. Try this unusually fine blend tonight... and chances are you'll stay with it always!



BLENDING WHISKIES: Gold Label—86.8 Proof, 65% Grain Neutral Spirits. Silver Label—86.8 Proof, 72 1/2% Grain Neutral Spirits. Kinsey Dist. Corp., Linfield, Pa.



GOLD LABEL
Rich,
Full-Bodied

SILVER LABEL
Light,
Mellow



145-POUND PETER GEORGE OF AKRON, OHIO DEMONSTRATES THE SQUAT STYLE WHICH ENABLED HIM TO LIFT 315 POUNDS AND WIN LIGHTWEIGHT CHAMPIONSHIP

WEIGHT LIFTERS

Contestants at world championship
grunt and mumble in six languages

On Sept. 26 and 27 Philadelphia's staid Convention Hall was filled with men who had assembled from 12 different countries to heave, tug and sweat. Grunting and mumbling in half a dozen languages, they competed to see who in the world could lift the heaviest bar bells. The occasion, the first world weight lifting championship ever held in the U.S., retained for the home team the title it had won at Paris last year. The U.S. took first

place in every one of the six weight divisions and set nine new world records. The event also proved that not all weight lifters are muscle-bound above the neck. Eighteen-year-old Peter George (*above*), for example, is an honor student and editor of his Akron Ohio high-school paper. Regardless of their brain and brawn, however, not all the contestants performed with the easy grace of Peter George. For those who took heavy pratfalls, see page 94.

ONLY PALMOLIVE BRUSHLESS OFFERS YOU THIS PROOF!



And this way really works—
no matter how you shaved before!

THE PROOF! 1297 men tested the new, different Palmolive Brushless Shave Cream Way, and no matter how they shaved before—3 out of 4 reported more comfortable, actually smoother shaves! Here's all you do:



1. Wash face with soap and water. Rinse!
2. Soap face again. Do not rinse!
3. Apply Palmolive Brushless Shave Cream immediately, smoothing it upward into beard. This way, you get the full benefit of Palmolive Brushless Shave Cream's beard-conditioning effect! Then, shave!



BEARDS EASIER TO CUT—Said 79%
LESS RAZOR PULL—Said 75%
CLOSER SHAVES —Said 69%
SMOOTHER FEELING SKIN—Said 82%

Get a Giant Tube or Big 9-oz. Jar Today!

Presenting the NEW four-fold range of **DEMUTH** Changeable Filter PIPES



Changeable filter reduces nicotine, tars & free radicals, improves tobacco aroma & taste and cleanses the smoke. Change filter when discolored. Box of 25 refills with each pipe.

IMPORTED BRIAR ROOT

DEMUTH GOLD DOT

Handcrafted pipes with rare natural grain in virgin color. 14K gold band. 25 shapes. With pipe bag & gift box.



\$10

DEMUTH ARISTOCRAT

Beautiful light mahogany finish. Shur-lock mouthpiece insures tight fit. 25 shapes. In handsome gift box.



\$5

DEMUTH STERLING

Smooth or etched surfaces. Mounted with sterling silver tops and bands. 23 shapes. In attractive gift box.



\$5

ROYAL DEMUTH

Smooth or etched mahogany, walnut or exciting unique. Antique etched finish. 42 shapes. Handsome gift box.



\$3.50

WRITE FOR NEW 1948 STYLE BOOKLET, WM. DEMUTH & CO., INC., NEW YORK 22

Weight Lifters CONTINUED



BUSINESS STUDENT, 22-year-old Stanley Stanczyk, set three records, including 281 pounds in two-hand snatch (above), won middleweight title.



FORMER SUBWAY GUARD Johnny Davis successfully defended his heavyweight title. He will be favored to win Olympics at London next year.



KOREAN, Sung Jip Kim (above), placed third in middleweight competition. CIs on occupation duty in Korea paid his team's expenses to Philadelphia.



BODY BUILDER in Hollywood garage, Joseph de Pietro, stands 4 feet 8 inches tall, weighs 123 pounds. He won bantam title with 661-pound total.

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CARLING'S



Largest selling Bottled Ale in North America

(UNITED STATES AND CANADA COMBINED)

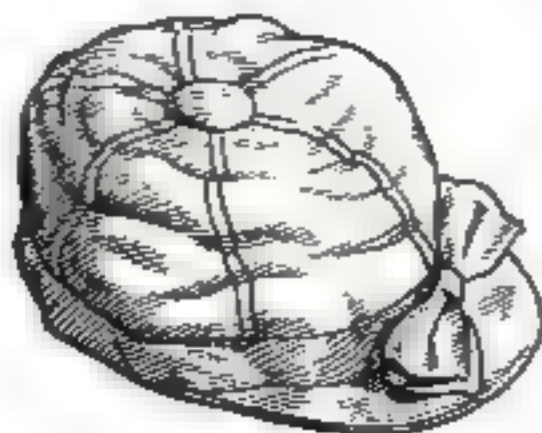
Light, not logy
Mellow, not musty
Better, not bitter
Now at the same price
as premium beers.

BREWING CORPORATION
OF AMERICA
Cleveland, Ohio

Carling's is also brewed in Canada at
Waterloo, Ontario



Here are Carling's
two new throw-away
bottles. Each contains
12 full ounces.



CARLING'S RED CAP—one of the most talked-about trade-marks of the day

13.5%

more accuracy without winding



Model B Sweep Second 17-jewel
Stainless Steel Case \$57.50
Federal Tax Included

that's what you get with the
SELF-WINDING CROTON AQUAMATIC



When the situation calls for accuracy, your Croton Aquamatic is on time *every* time. Simply because it winds by itself, automatically — instead of relying on your memory to wind it. And that means the Aquamatic is always wound to just the right point. Unlike ordinary watches wound by hand, it never lets down in energy — or in accuracy. An impartial test proved Aquamatic 13.5% more accurate* than hand-wound makes. Besides, this handsome watch can't be *overwound*; so it's actually safer — and more accurate — *both*! A really thoughtful gift.

CROTON AQUAMATIC SHEDS WATER LIKE A DUCK!



You can wear your 17-jewel Croton Aquamatic while you're bathing or swimming — wherever you go, whatever you do. Before it goes to your jeweler, every watch is *certified waterproof* by United States Testing Co., Inc. All you need do is to make sure only your Croton jeweler opens, closes and services your watch. Dust can't get in, saving costly cleaning and repairs — ordinary shocks won't cause damage — radium dial tells time in the dark — *and the glass crystal can't be shattered!*

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* 5 Aquamatics were tested against the average of 9 famous watches wound by hand, in a 30-day wearing test by a leading laboratory. Aquamatic proved 13.5% more accurate! Write for free booklet, Croton Watch Co., Inc., 48 W. 48th St., N. Y. 19.

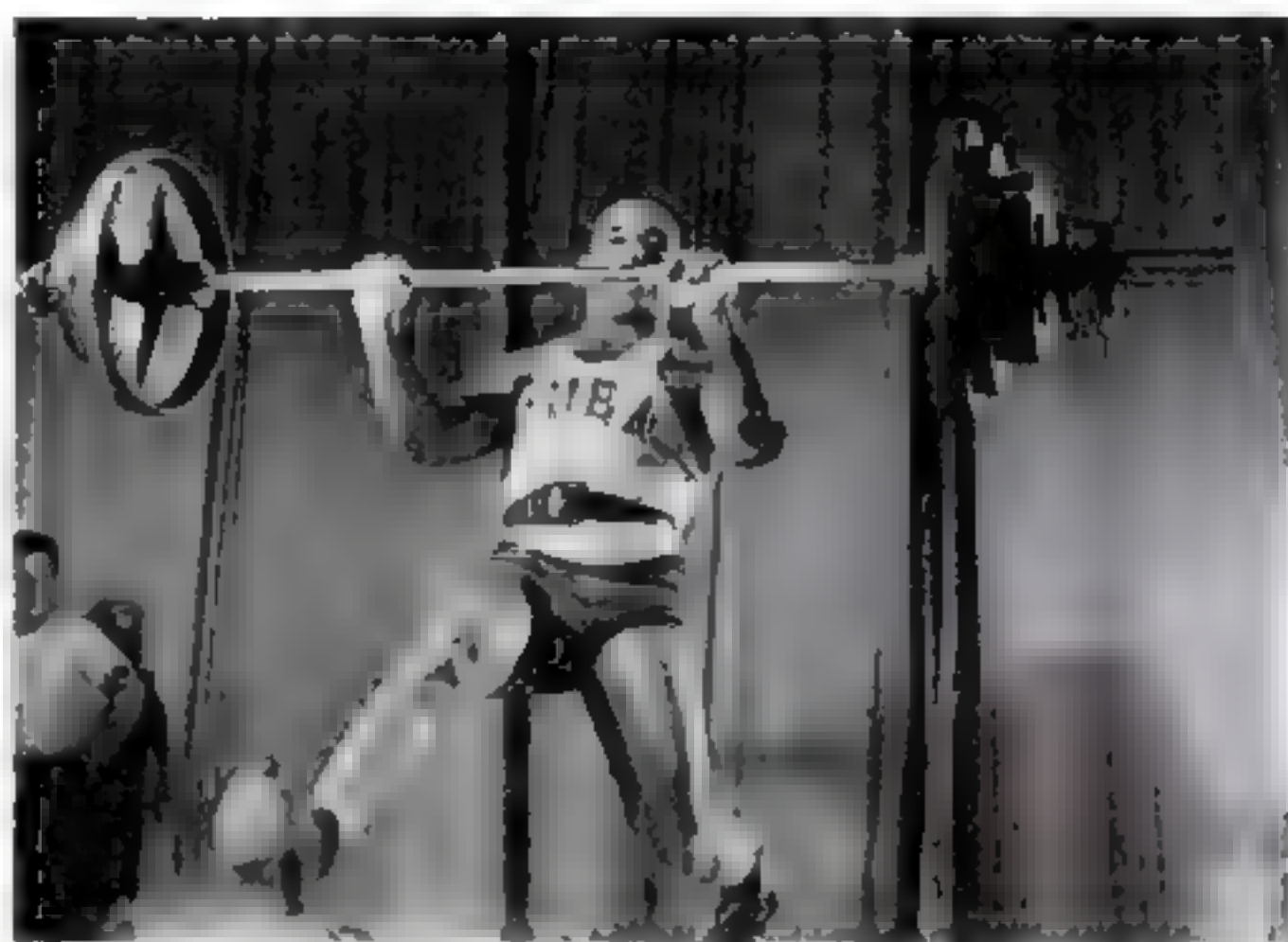
FOR ALL TIME SINCE 1878

Croton
AQUAMATIC

THE WORLD'S MOST CAREFREE WATCH

Weight Lifters CONTINUED

THESE MEN TRIED AND FAILED



ORLANDO GARRIDO, Cuban middleweight (165½ pounds), slips in street oxfords trying to lift a 303½-pound weight. Most contestants wore gym shoes.



LEOPOLDO DE LEON, Panama light-heavyweight (181¾ pounds), drops bar bell in disgust after failing for third time to lift 292 pounds. He finished last.



HUBO VALLARINO, Argentine heavyweight apparently out of shape, gets into trouble trying to lift 330½ pounds. Weight fell on him, but he was unhurt.



RODNEY WILKES, Trinidad featherweight (132½ pounds), lunges to recover balance as 281 pounds get away from him. He also finished in last place.

FINE MERCERIZED
COTTON

BODY—
DUPONT NYLON

BODY—
DUPONT NYLON

SOFT COTTON
LINED
SHRINK RESIST
NEW WOOL

PURE WOOL
SHRINK RESIST

FINE FILAMENT
RAYON AND
MERCERIZED
COTTON

SOFT COTTON LINED
SHRINK-RESIST NEW WOOL

*

Interwoven

New Fall Patterns . . . Wonderful color blendings . . . Pre-shrunk Wool . . . Nylon . . . Fine Mercerized Cotton . . . Rayon . . . These are a few of more than a thousand different INTERWOVEN SOCKS from which to choose . . . INTERWOVEN . . . The most called for . . . the largest selling Brand make of men's socks in existence . . . They WEAR Longer.



LICENSED
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SHRINK-RESIST
PROCESS

Interwoven
THE GREATEST NAME
IN SOCKS

* REG. U.S. PAT. OFF.



BY APPOINTMENT PERFUMERS TO H. M. QUEEN MARY YARDLEY, LONDON



Its lovely lady air haunts boulevards and byways with memories
of beauty that stir anew each day. For the romantic charm
of "Bond Street" is unmistakable, and shared by women of
dramatic taste and noble poise everywhere in the world.

"Bond Street" Perfume, \$2.50 to \$15. Toilet Water, \$1.50 and \$2.50. Plus tax.

"Bond Street" by **YARDLEY**



Yardley products for America are created in England and finished in the U. S. A. from the original English formulas combining imported and domestic ingredients. Yardley of London, Inc., 520 Fifth Avenue, N.Y.C.



THE CREW OF A DC-4 TURNS AWAY FROM THE FLIGHT CONTROLS TO WATCH THE BABY BULL THAT WAS BORN IN THE PLANE TAKE HIS FIRST UNCERTAIN STEPS

AIR-BORN CALF

Holstein heifer has blessed event
during a plane trip to Argentina

At Toronto, Canada, recently, a DC-4 took on a heterogeneous cargo consisting of two Holstein cows, two young bulls, a calf, 12 pregnant heifers, a photographer named Michael Rougier and a farm reporter named Vernon Pope. The cattle were bound for Argentina. Rougier and Pope were out to cover a routine assignment.

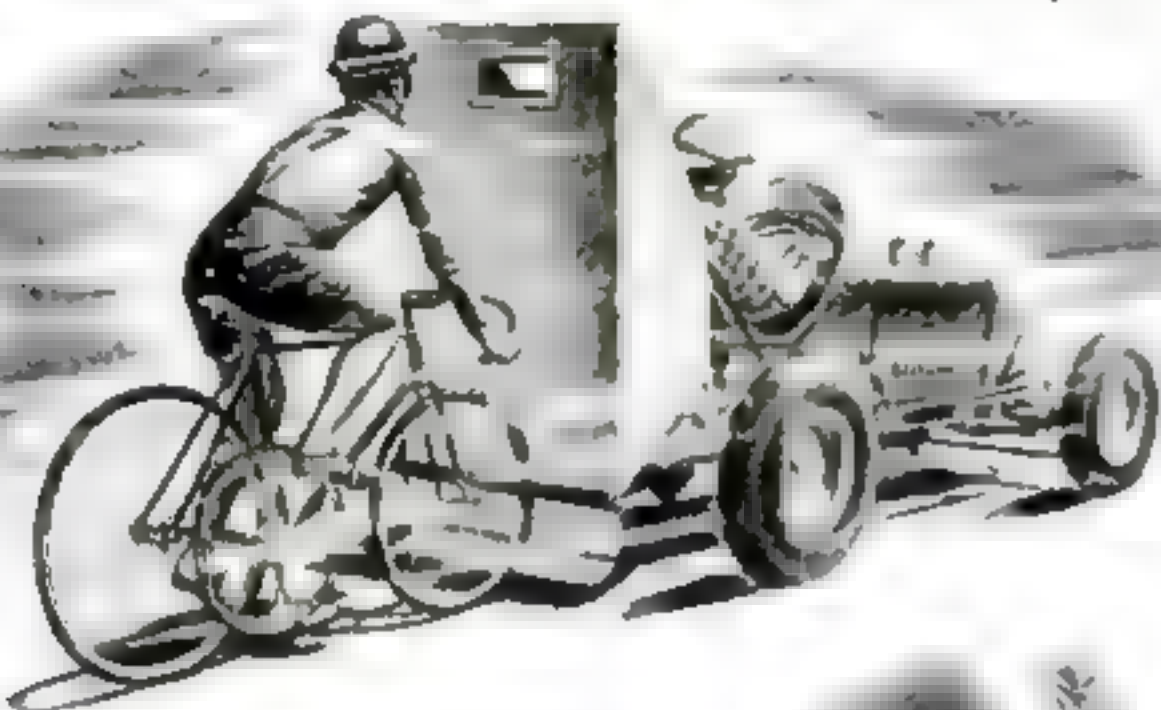
But half an hour beyond Trinidad their story assumed larger proportions. A heifer set up a huge moan and started to labor. Photographer Rougier

quickly scrambled atop two other heifers while Farm Writer Pope nervously rolled up his sleeves. In a few minutes Pope had delivered his first calf (a bull) and Rougier had history's first pictures of a newborn calf stumbling about in an airplane.

At a customs stop in Belem, Brazil, however, they faced another problem. The shipping manifest listed 17 head of cattle. Clearly there were 18. It took some fast talking to convince customs officials that Pope and Rougier were not smuggling.


IT HAPPENS IN
**TWO
SECONDS**

Within two seconds after starting his greatest effort, a bicyclist actually travelled at the amazing speed of more than 108 m.p.h.



And as this glass-of-water test proves, within two seconds after you take Bayer Aspirin, it's ready to go to work, to bring

**FAST
PAIN RELIEF**

 No less amazing than the speed of this bicyclist is Bayer Aspirin's 2-second disintegrating action. This swift action is the result of three important manufacturing steps — not just one. Because of it, Bayer Aspirin is ready to go to work almost instantly, to

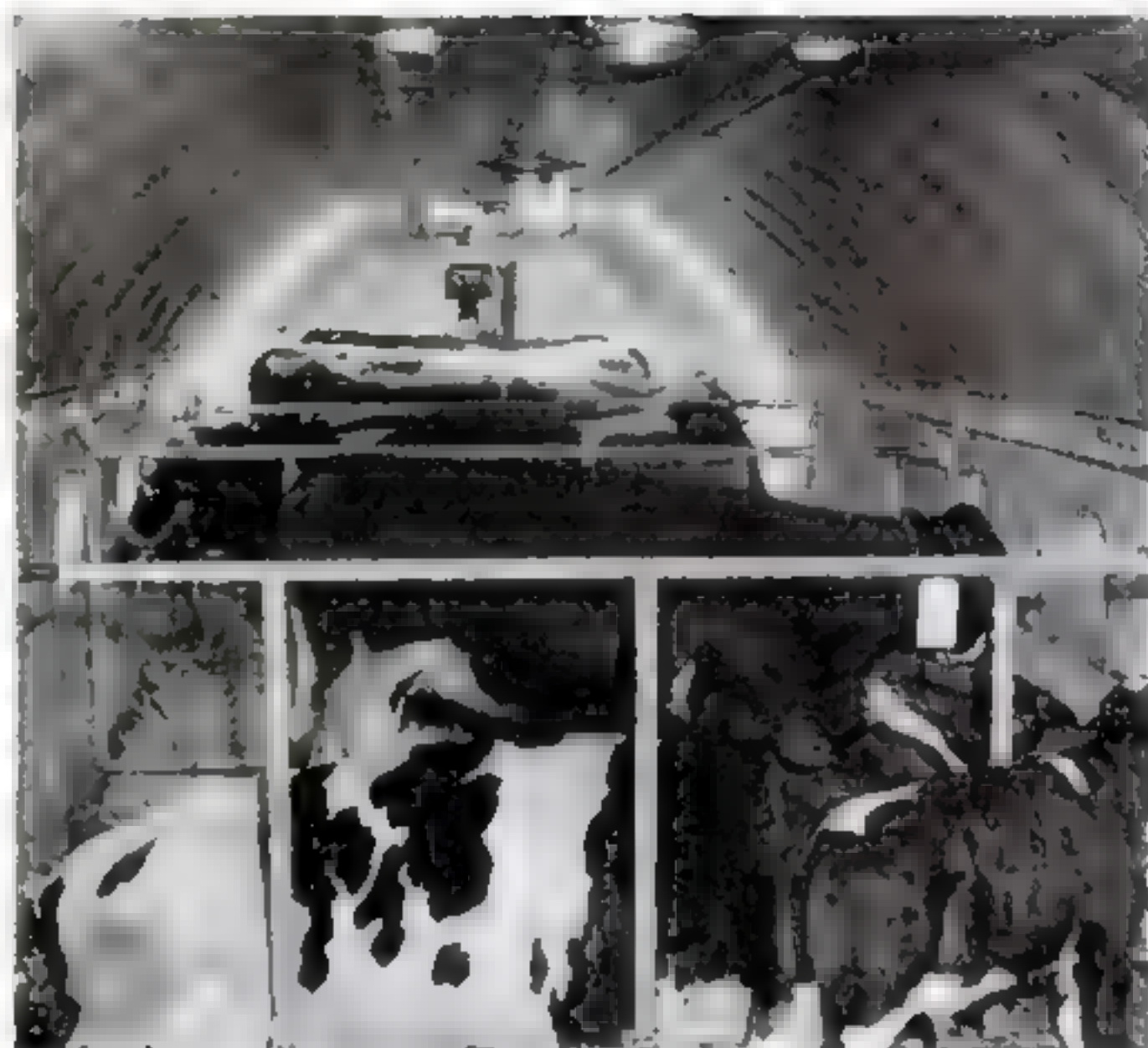
Always ask for genuine
**BAYER
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bring you fast relief from ordinary headache, neuritic or neuralgic pain.

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Air-born Calf CONTINUED



FLYING CATTLE, 17 at start, were carried in compartments separated by stanchions. To get pictures photographer had to climb over the animals' backs



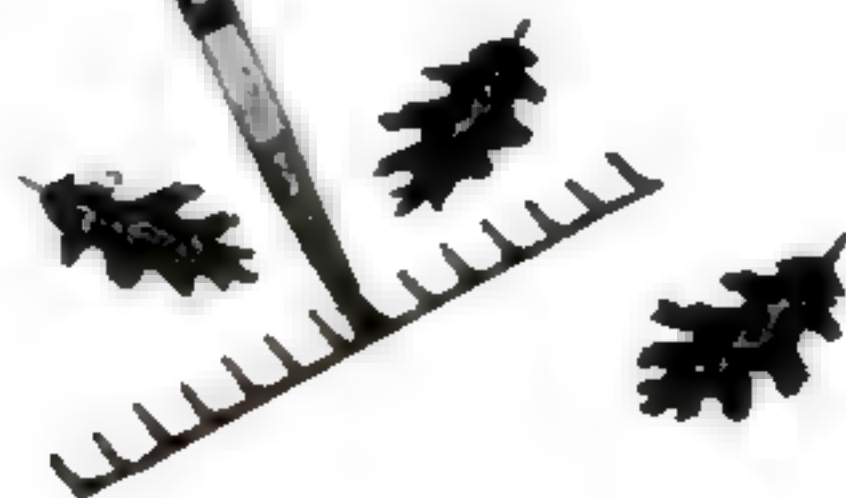
AIR-BORN CALF arrived at 8,500 feet a half of the way through journey. Farm Writer Pope was midwife, promptly introduced calf to mother (above)



FIRST SIGHT OF LAND for calf came during a short stopover in Brazil. The opportunity also gave the young Brazilian (right) her first sight of a calf



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KATHERINE CASSIDY CONSULTS A PATTERN AS SHE LIES ON THE FLOOR TO CUT THE CLOTH FOR A NEW DRESS. SHE DESIGNS AND MAKES MANY OF HER OWN CLOTHES



MISS CASSIDY DRAPES A BIT OF MATERIAL OVER HERSELF TO GET THE EFFECT

HOWARD HAWKS'S NEW FIND

Katherine Cassidy has a taut, angular model's figure

The gaunt cheeks, underfed figure and blank expression of Katherine Cassidy proclaim that she is a professional clothes model. Miss Cassidy is singularly successful at her job and regularly earns top fees for parading in California fashion shows and draping her languid body across the pages of *Vogue* and *Harper's Bazaar*. But Miss Cassidy has a richer future in store for her. She is the newest acting find of Howard Hawks, one of Hollywood's best directors (*The Dawn Patrol*, *The Big Sleep*) and successful off-hours star-maker. At first sight Hawks was "struck by her beauty and bearing," which readers may see for themselves in picture at the right, where Miss Cassidy wears with bravura the outfit she designed for herself. Now receiving acting and speech lessons, Katherine, who is 20 and has changed her name from Icede to Cassidy because her mother is Irish, continues to model and leaves it to Hawks to decide just when she is ready. Her first role is certain to be a choice one since Hawks does not believe in letting his discoveries (p. 104) wear themselves down by working their way up.



STRIKING A TYPICAL MODEL'S POSE, SHE PREPARES TO CUT A PLAID GREATCOAT



THIS IS KATHERINE CASSIDY'S TOREADOR OUTFIT. SHE WEARS IT TO LOUNGE IN



DIRECTOR HOWARD HAWKS LIGHTS A CIGARET FOR KATHERINE CASSIDY

ALL HAWKS DISCOVERIES LOOK ALIKE

Howard Hawks, professional mentor of Katherine Cassidy, is a thin, white-haired Cornell man who has made a career out of directing everything from melodramas like *Scarface* to comedies like *Ball of Fire*. As a sideline he has personally developed a handful of movie stars. Most famous of these is Lauren Bacall, once a model like Miss Cassidy. Ella Raines also got her first movie job from Hawks but now works for someone else. Margaret O'Sheridan was hired to play the lead in Hawks's forthcoming *Chiselm Trail* but became pregnant, so Hawks discovered another girl, Joanne Dru, and gave her the part. All five ladies owing their careers chiefly to Hawks are superficially alike. They are lank, dark-haired, high-strung types—a type for which Hawks seems to have an affinity. His wife "Slim," voted America's best-dressed woman last year, looks much that way herself. But they are now separated.



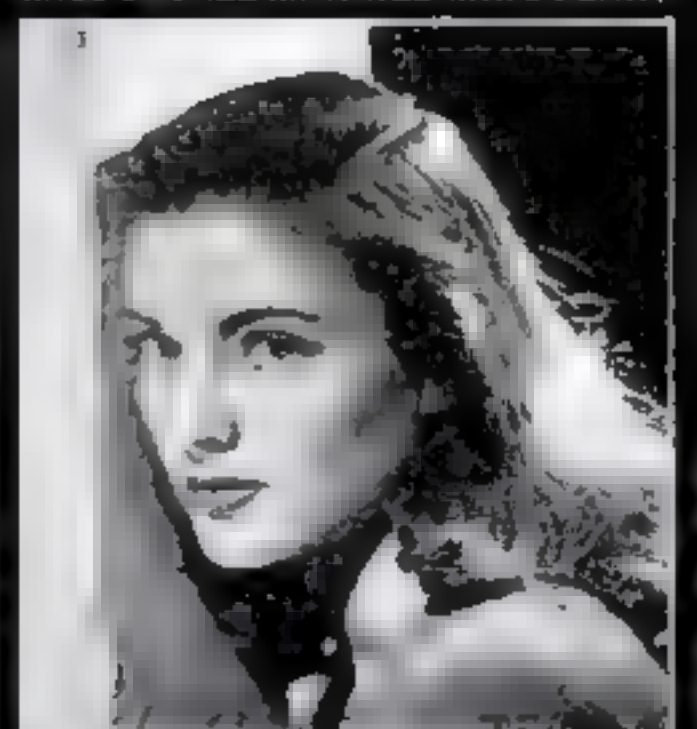
MISS DRU IS MRS. DICK HAYMES



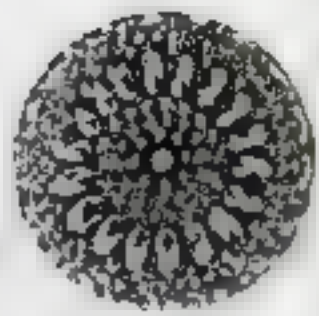
MISS BACALL MARRIED MR. BOGART



MISS RAINES GOT ANOTHER JOB



MISS O'SHERIDAN HAD A BABY



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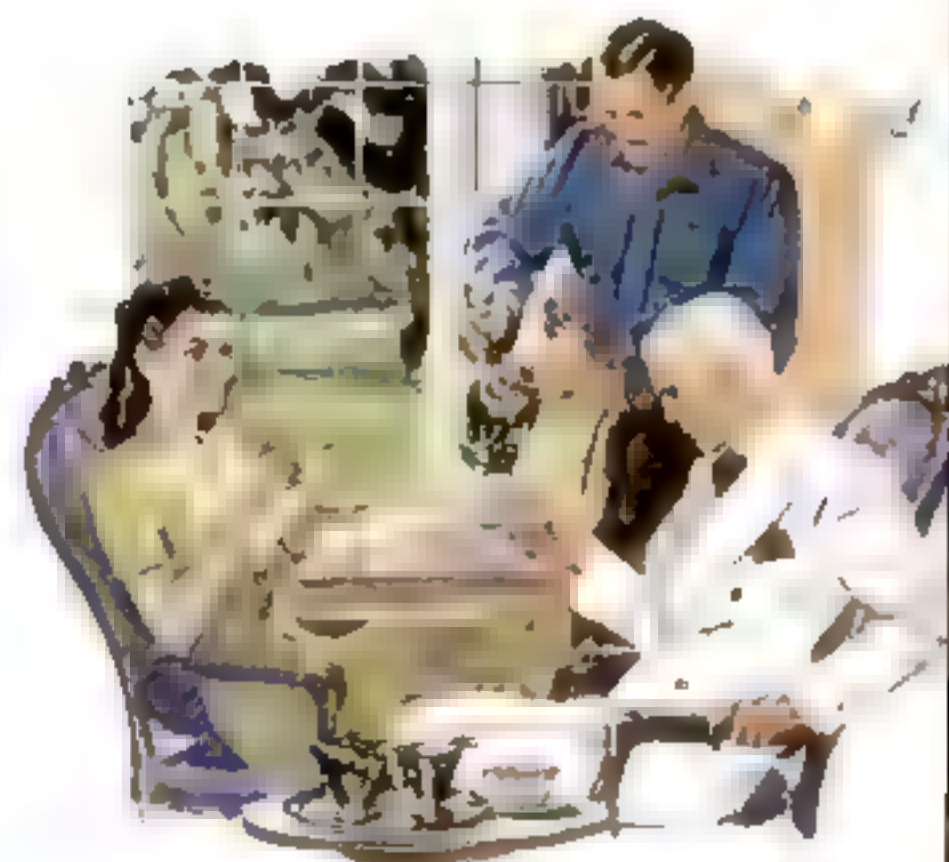
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MAXWELL HOUSE, TOO,

IS PART OF THE AMERICAN SCENE



IN AN AWFUL MOMENT of *Command Decision*, Brig. General Dennis—hero of play (right)—and his superior, Major General Kane (left), watch the explosion of a fatally

disabled U.S. bomber as it attempts to land on its return from a dangerous mission over Germany. Two other officers and a reporter are lying on the floor for safety.

COMMAND DECISION

New war play's hero is a general who must send fliers out to die

Command Decision, the first serious and successful postwar play of World War II, is different from the hits which followed the previous war. *What Price Glory?* and *Journey's End* were about the front lines and the men who go out and get killed. *Command Decision* is about back-of-the-lines headquarters and the officers who have to make the decisions to send other men out to be killed.

Playwright William Wister Haines has as his hero an Air Force general who orders his bombers

on costly missions against German plane factories. He is let down by his superior officer and called a "murderer" by congressmen. But he still has to make the dreadful decisions to send his fliers out to die. The play, which was suggested by actual U.S. raids on German plane plants in 1944, has the fascination of an authentic war document. There are no women in its cast and, unlike almost every combat drama ever produced, goes through to the end without a single gun being fired on or off stage.



GENERAL'S HEADQUARTERS in England is hung with huge map on which the main German targets are marked. Here two visiting congressmen pose for a picture

with a vain young air hero. Just as camera is about to click, the ever-watchful sergeant (p. 110) relieves them of whisky glasses, which would have ruined their noble pose.

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Catalina

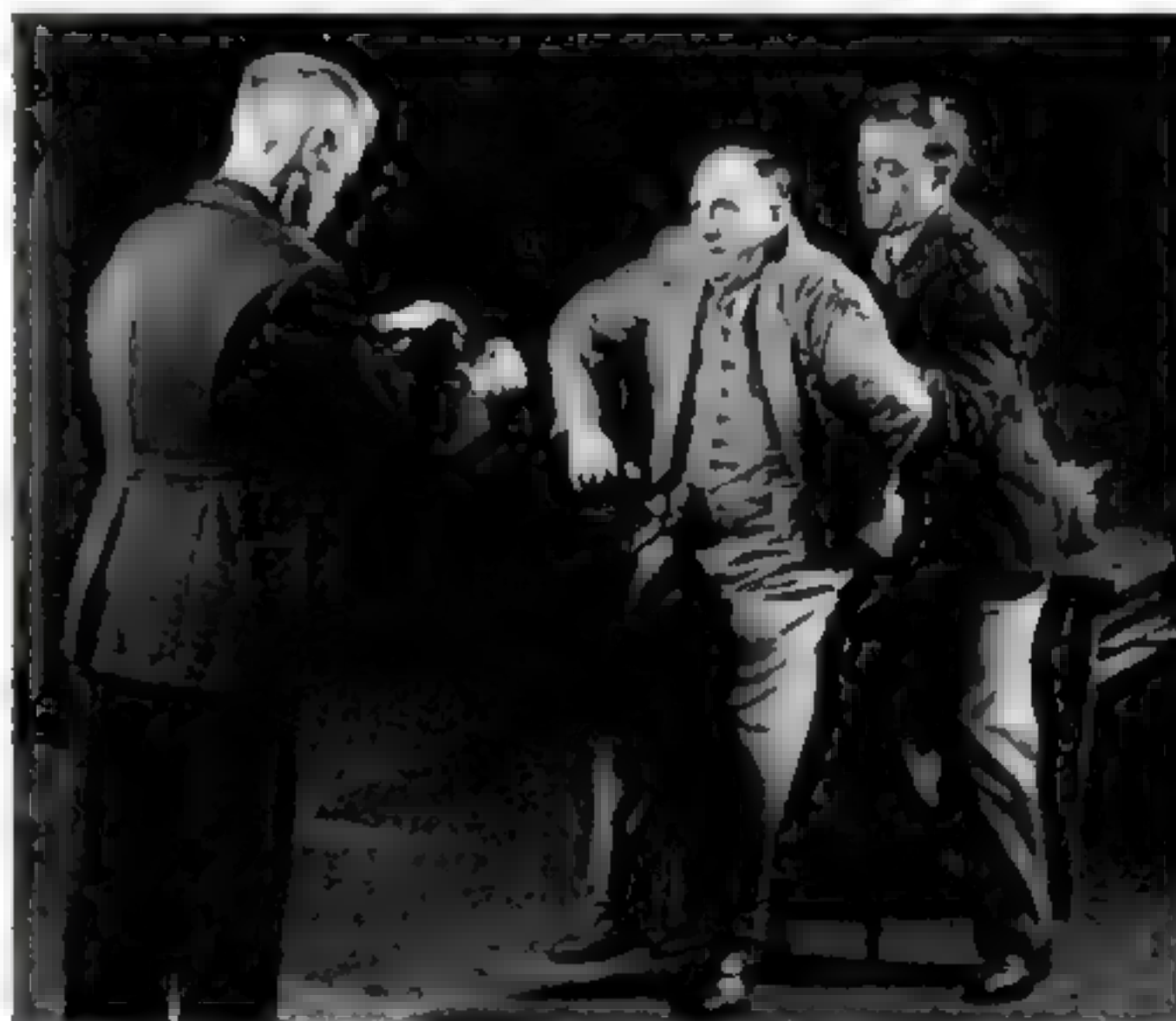
LOOK FOR THE FLYING FISH

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"Command Decision" CONTINUED



THE THREAT of new German jet fighters, whose superior speed and altitude records are shown by heavy line on the chart, is explained by General Dennis (Paul Kelly, center) to two other generals (Jay Fassett, left, and Paul McGrath).



A CRISIS develops after Dennis has sent his fliers on perilous but necessary missions to destroy German jet-fighter factories. When a visiting congressman accuses Dennis of murdering his men, Dennis loses control and attacks him.



OUSTED because of the heavy losses, Dennis leaves his job to new general (center), who has criticized his decisions. But after hearing Intelligence officer report, the new general makes a decision that brings play to a surprise ending.

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CONTINUED ON PAGE 110

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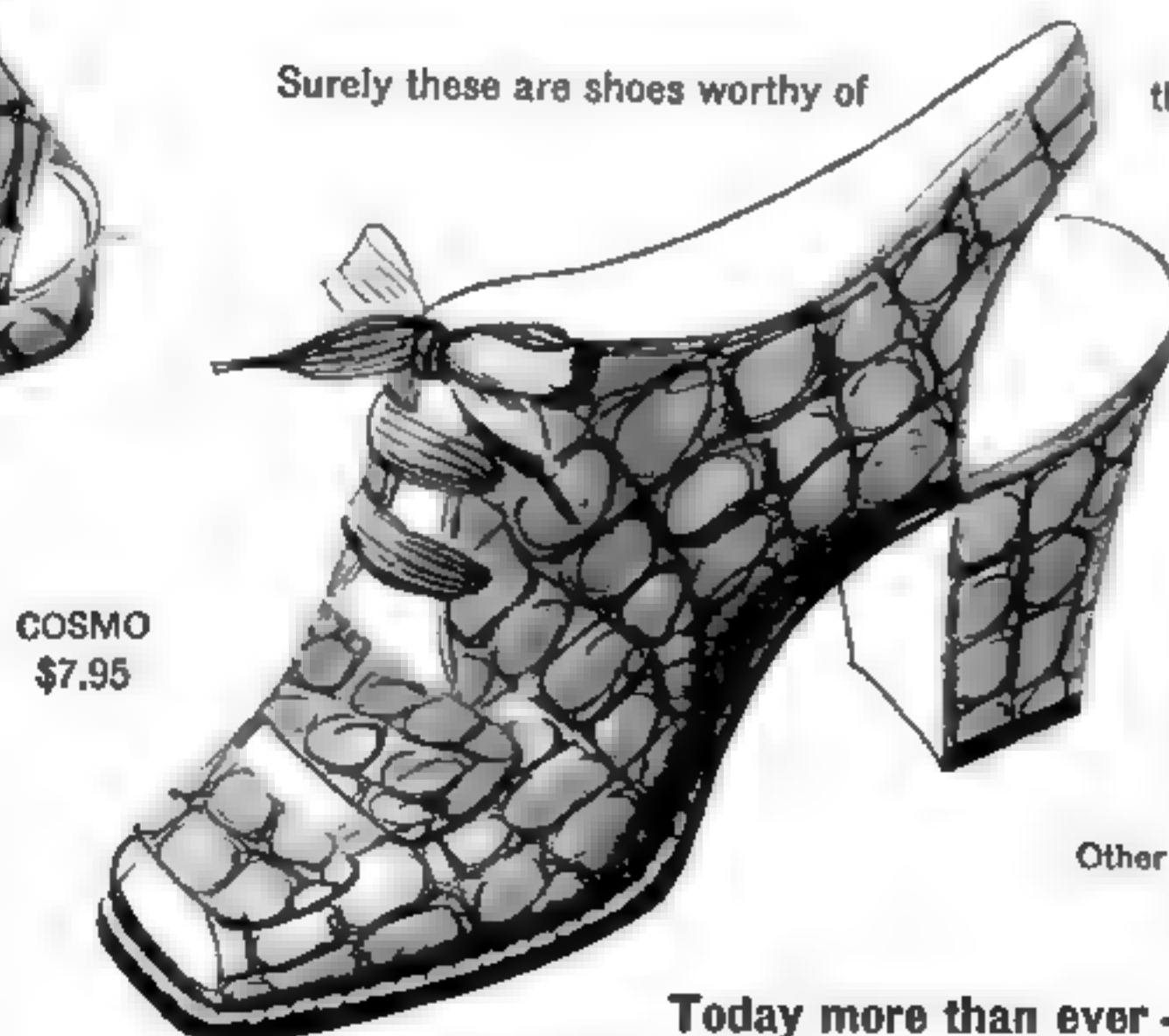
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"Command Decision" CONTINUED

THERE'LL ALWAYS BE A SERGEANT

An inescapable character in most war plays and novels is the battle-seasoned sergeant with a heart of gold. In *What Price Glory?* it was profane Sergeant Quirt. In *All Quiet on the Western Front* it was wise Sergeant Katczinsky. Now in *Command Decision* it is Sergeant Evans, whose duties are listed below. He is played by James Whitmore, who attended Yale, was in Marines and is doing fine in his first Broadway part.



HOT COFFEE for a new commanding general is poured by efficient Sergeant Evans. Says the general, "I didn't order coffee." Says Evans, "You will, sir."



GUARDING military secrets, sergeant points his gun at nosy reporter.



SOOTHING a hard-to-handle congressman, sergeant offers him a drink.



CHEERING A GENERAL who has just insulted the congressman, sergeant praises him for "telling that servant of the people" what he really thinks of him.



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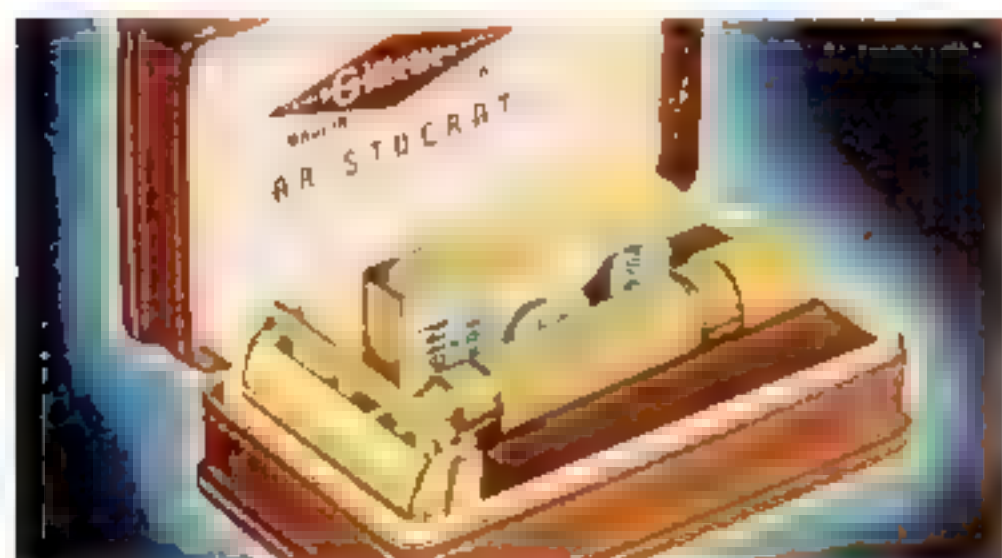
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HER SAILS FILLED BY A FOLLOWING WIND, THE "KON-TIKI" PLOUGHS WESTWARD TOWARD POLYNESIA WHILE CREWMAN FISHES. BLOTCHES ON PICTURE ARE DUE TO WETTING OF THE FILM

CRUISE OF THE KON-TIKI

Modern vikings sail a raft 101 days across the open Pacific

Thor Heyerdahl, a young Norwegian ethnologist, is a man who will go a long way to prove a point. This summer he went halfway across the Pacific to prove one and in doing so made history. For although other scientists have traveled farther in their search for truth, few have journeyed so dangerously to find it; Heyerdahl made the trip on a primitive wooden raft (*above*).

It was not simply a taste for high adventure which led Heyerdahl and the five modern vikings who made up his crew to leave the Peruvian coast last April and ride the heavy swells of the Humboldt Current westward into the lonely vastness of the Pacific Ocean. The cruise of the raft *Kon-Tiki*, named in honor of the ancient pre-Inca sun god and bearing his likeness (*right*) on her sail, had been planned in cold seriousness. It was a scientific expedition, undertaken to establish a fact.

Heyerdahl had a theory: he believed that the islands of the Pacific were settled by early American Indians who had sailed there hundreds of years ago. But other anthropologists, convinced that the continent of Asia was the source of all Pacific cultures, gave this theory a cold reception. Besides, said some, no early American craft could

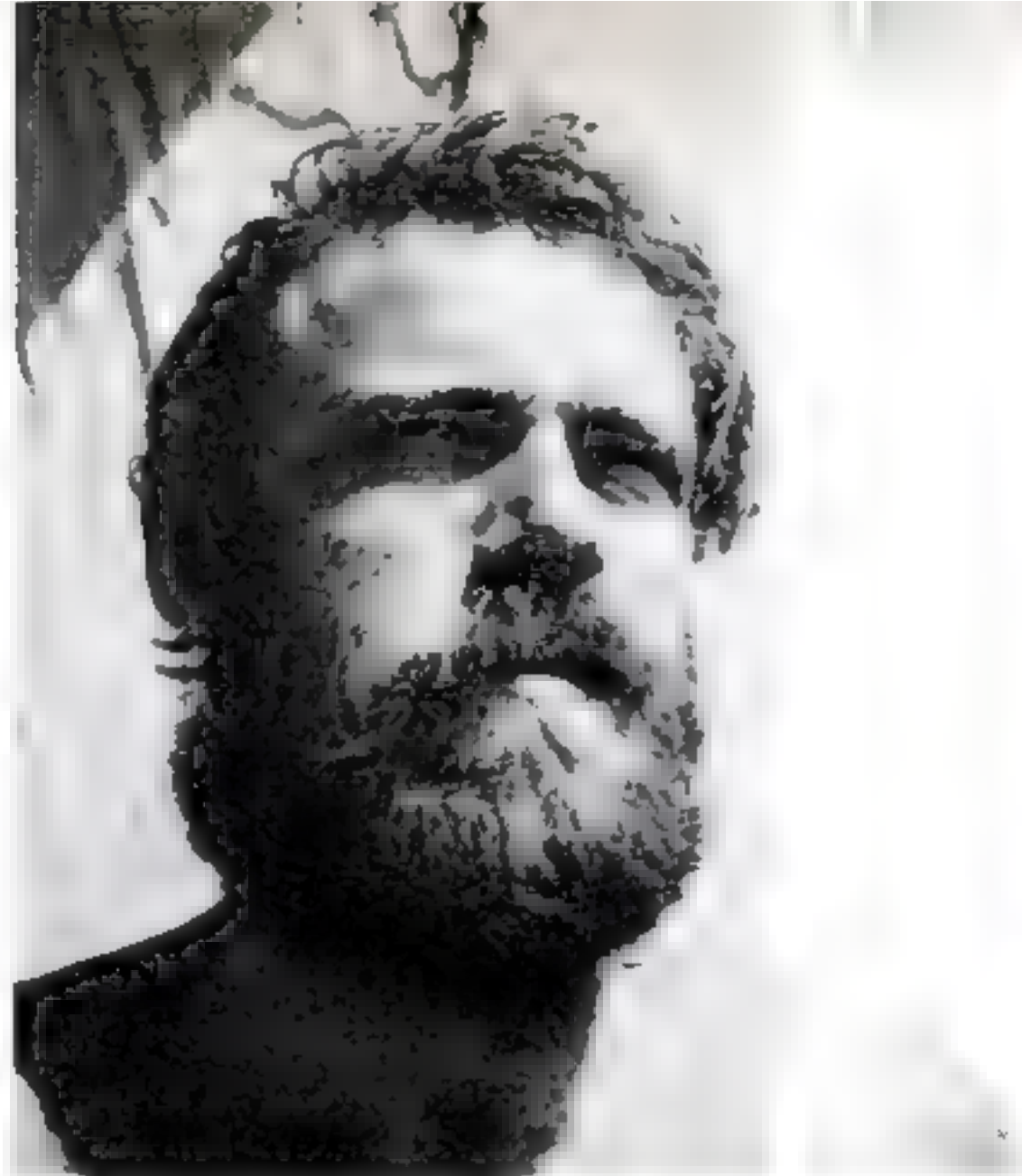
have sailed so far. The point was debatable, but there was only one way to prove or disprove it. Heyerdahl decided to attempt the journey himself.

Although adventure was not the prime object of Heyerdahl's proposed expedition, it was nevertheless a great adventure that he faced. Piloting the crudest of vessels, a tiny structure of logs and ropes, into the immensity of the world's greatest ocean, he would face a host of known and unknown dangers. The sudden, screaming winds of the southern latitudes might strip away his sails and rigging. Waves as big as battleships might smash his raft to driftwood. He might miss his goal entirely and drift on and on until his provisions were exhausted. To embark on this fantastic Odyssey required courage of a degree that few men possess, but Heyerdahl had such courage. He also found crewmen who could match it (*next page*).





EXPEDITION'S LEADER was Thor Heyerdahl, 32. He first became interested in the Polynesian people and conceived his theory of their origin while on a zoological trip to one of their islands.



SECOND IN COMMAND Hernan Watzinger, 31, met Heyerdahl in New York while latter was organizing expedition. A technical engineer, Watzinger was in charge of the raft's construction. During the trip he made meteorological observations.

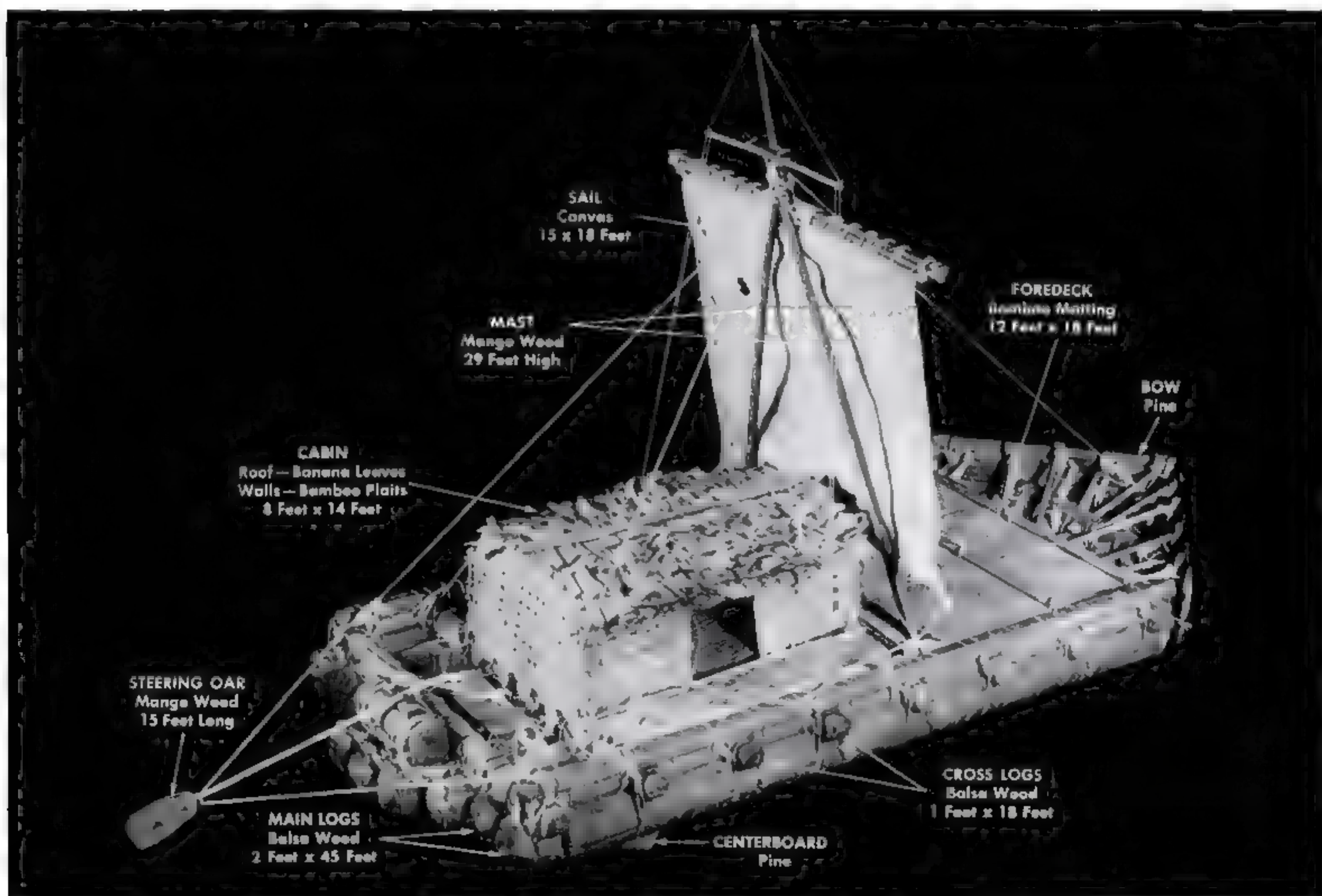


SUPPLY OFFICER for crew of six was Bengt Danielson, 26, the only member not Norwegian. A Swedish sociologist, he was in Peru when the others arrived, asked to go along on the trip. His was best beard grown on expedition.

ROUTE TO RAROA

Trade winds and currents sweep across Pacific to the islands

This 4,300-mile sea-borne expedition could not have been accomplished without three important factors: 1) a group of brave and inquisitive men (*above*), 2) a seaworthy raft (*below*), and, most important, 3) the combination of trade winds and currents that sweep across the Pacific Ocean (*below right*). Many of the main South American currents were known to early Spanish navigators. But long before the Spaniards, the coastal Indians of Peru were using the same currents to travel up and down the coast. One of these streams, the Humboldt Current, flows up the coast of South America and then out into the Pacific. Heyerdahl believes that this current, the South Equatorial Current and the trade winds carried



SCALE MODEL OF KON-TIKI RAFT shows it in detail. Nine balsa logs formed the foundation. Raft had five centerboards, one of which is visible in the model above. Pine planks were lashed to logs to make a bow. The raft was made rigid by smaller cross-

logs secured to the main logs. Only rope was used, since the pre-Incas used no metal. Food and water were stored under the bamboo foredeck. The raft, built from descriptions left by early explorers, weighed 15 tons, easily rode up and over 20-foot waves.



RADIO OPERATOR Torstein Raaby, 27, had had adventures before. When Norway was occupied during the war, Raaby was smuggled into a fiord, radioed the British, who finally bombed Germany's last battleship, the *Tirpitz*.



NAVIGATOR during trip was Erik Hesselberg, 42, an artist and crew son & trained seaman. He and Heyerdahl were lifelong friends. Although the raft followed only winds and currents, he plotted its position daily so the crew could know progress of trip.



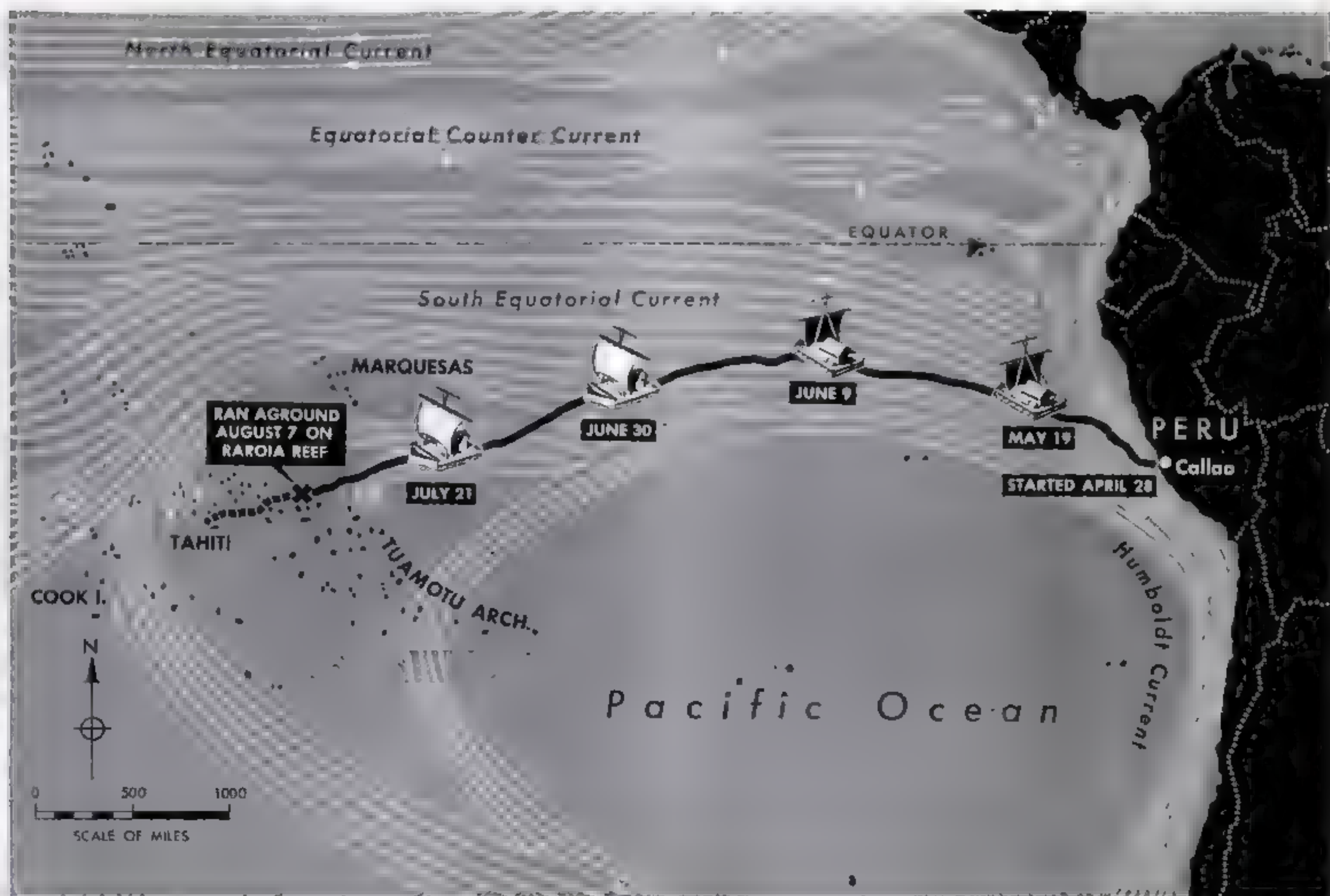
RADIO OPERATOR Knut Haugland, 30, escaped during occupation. Later he returned as radio operator on the men who blew up German heavy water plant used in atomic bomb research.

a group of people away from America to become the first settlers of Polynesia.

The Polynesians refer to their ancestors as a race of blond, bearded men who came from where the sun rose, whose original home was high in the clouds. The people who fit this description most closely are the ancient Peruvians, who lived by a lake in the Andes before the days of the Incas. There they built temples of huge slabs of stone quarried on the opposite shore. They transported these slabs, some weighing as much as 50 tons, across the lake on balsa rafts. With other rafts they navigated on the ocean below them.

According to legend these people were attacked and forced to flee westward

across the ocean. To prove that their rafts could have made the journey, Heyerdahl decided to duplicate their feat in just such a vessel. He called on a group of his countrymen (*above*) to help him get ready. In January he and Herman Watzinger pushed into the Andes during the rainy season, cut the big balsa logs and floated them down mountain rivers to the sea. By March both logs and crew had arrived in Callao, Peru. Using explorers' diaries and records to guide them, the Norsemen built a raft like the ones which may have sailed to Polynesia 1,400 years ago (*model opposite*). Then, on April 28, the *Kon-Tiki* and crew were towed out of Callao Harbor and left to the winds and currents of the Pacific.



OCEAN CURRENTS CARRIED RAFT from Callao, Peru (right) to Raroia (left), a distance of 4,300 nautical miles. Raft was then towed (broken line) from there to Tahiti. Like the ancient Peruvian rafts, the *Kon-Tiki* had a big, square sail. Hence the trade

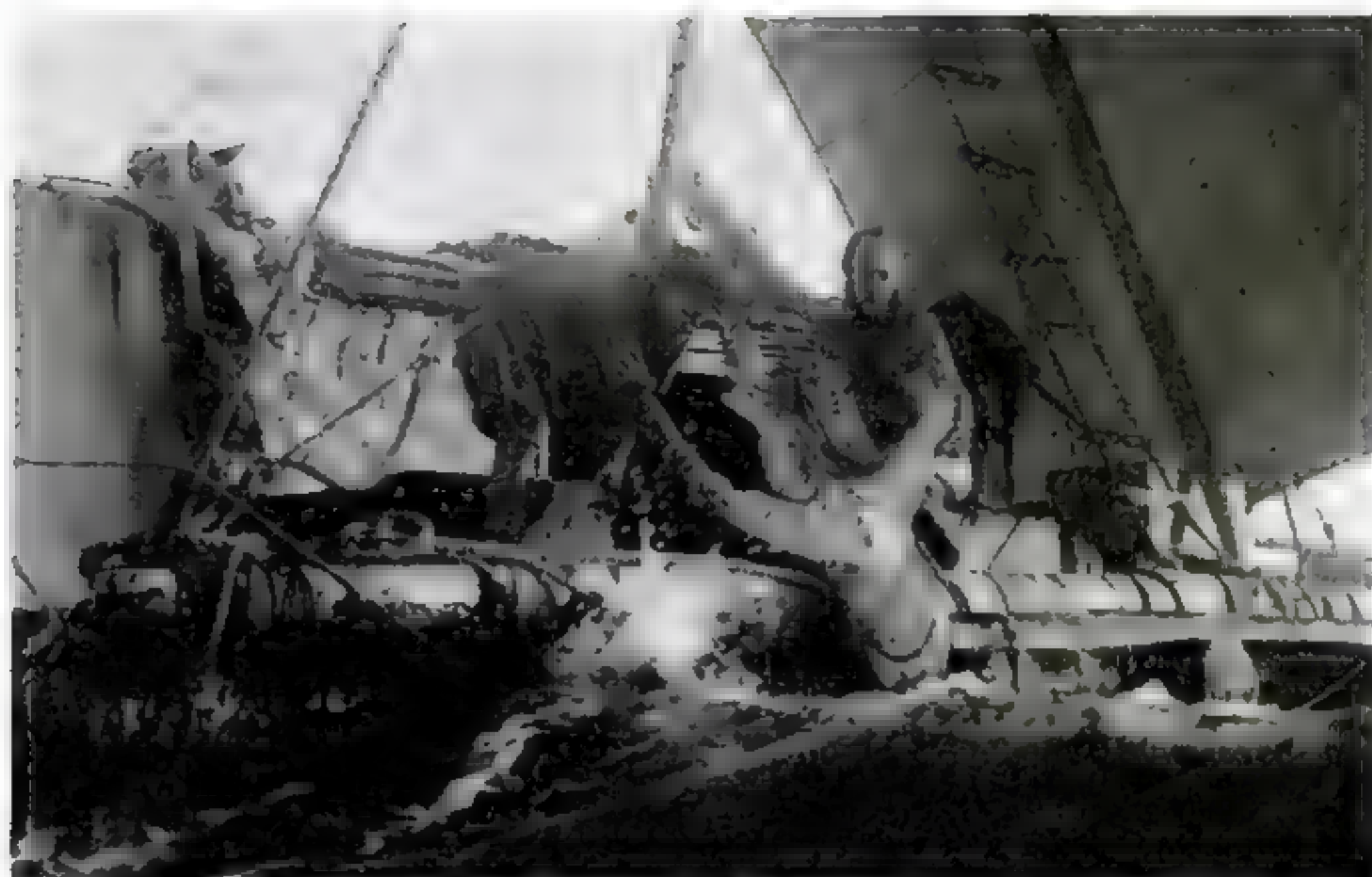
winds, indicated by the direction the raft points in the drawing above, also aided its westward movement. The Humboldt Current which they followed ended in the South Equatorial Current. Trade winds and part of this current took them down to Raroia.



IN WAKE OF A GALE the *Kon-Tiki* rolls through heavy swells under straining mainsail and topsail. Look-

out watches from mast as one of the crew photographs her from her rubber dinghy. The trade wind, always from

astern, accounted for three quarters of the raft's progress, the south equatorial currents for the remaining



BOATING SHARK, Haugland and Danielsson crouch at the raft's side to haul the heavy creature aboard. The

low (one foot) freeboard of the raft made it possible to hoist fish weighing several hundred pounds onto the deck.

THE LIFE AT SEA

Current led them through sharks and gales

As the Peruvian tug that had towed them seaward dropped below the eastern horizon the crewmen of the *Kon-Tiki* settled down to the raftboard routine which they would follow for the next 101 days. There could be no turning back; they could not tack their raft, and the trade winds and ocean currents would carry them steadily westward. But the *Kon-Tiki* rode the seas easily, the sails filled and the rigging stood firm.

There was always work to be done and the days passed quickly. Each man in turn stood a two-hour watch at the steering oar. Minor damage was repaired (*next page*). Observations were made of weath-

er and marine life, scientific equipment was tested and detailed records were kept. The radiomen tinkered with their sets to keep in touch with shore stations. Fish were caught for food, and the ever-present sharks were caught by the dozen (*above and below*). Although most meals were prepared from GI rations, the men could have survived without provisions, by fishing and collecting rain water.

The life was hard and sometimes dangerous but the crew kept well and cheerful. Their craft proved her sturdiness by riding out a heavy gale (*left*). Most reassuring of all, the *Kon-Tiki* was moving almost exactly along Heyerdahl's predicted course.



DAY'S CATCH consists mostly of sharks, which are virtually inedible, but yellow-fin tuna (*extreme right and left*)

and bonito were also taken. Sharks that followed the raft too persistently were caught and killed for safety's sake.



quarter. Number of miles traveled a day ranged all the way from 29 to 72, averaged 42.5. Best speed—4 knots.



WASHED BY THE CHURNING SEA, Heyerdahl tries to repair the long stern door which split during a heavy gale. To strengthen the weak head pieces of wood on each side of the door and lash them in place with strong rope—a difficult thing to do while

holding on for dear life with one hand to avoid being swept away. Work of this kind was particularly dangerous, partly because of the sharks that were always nearby but mainly because the raft could not turn and sail back to pick up anyone who fell overboard.



PLAYING A GUITAR in calm's doorway, Heyerdahl relaxes while Raab stretches out on matting of the deck to listen to the music. Acclimated to the rough sea, neither man pays any attention to the high waves sweeping past a few feet away from them.



IN THE CABIN the men rest during rare moments when there is nothing to be done. Heyerdahl (right) works on the log while the others read and talk. The lightly built bamboo that gave protection from sun, rain and spray was undamaged by wind and waves.

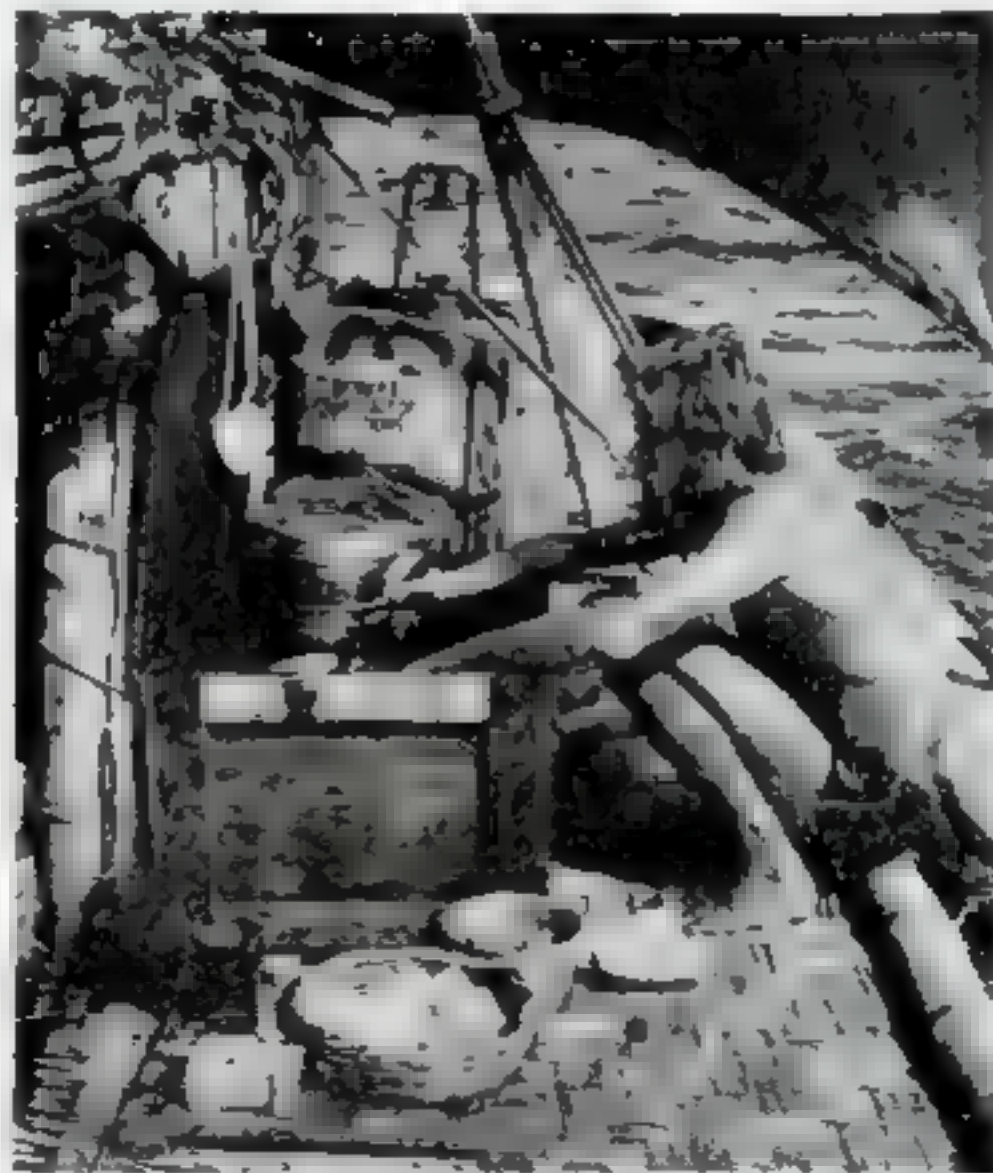


FIVE MEN HEAVE together to tighten a loose stay and keep mast from falling. During the storm which injured the steering sweep some of the lines had become frayed and had to be replaced by new rigging. But the mast itself, made out of mango (one of the

hardest woods in the world), never suffered the slightest damage until the end of the voyage. Beyond wear and tear on the rigging and lashings, the raft's only deterioration consisted of the slow absorption of water by the porous balsa logs, about three tons in all.



OVER THE SIDE, Haugland is held by his ankles while he takes a look at the centerboards. Later a diver's net was made to protect the underwater workers from sharks.



AT SIMPLE GALLEY set up on deck, Watzinger warms U.S. Army rations over gasoline-burning Primus stove. The men cooked in turn, had three hot meals each day.



AT THE HELM, Heyerdal's men sweep out in a rough sea. In storms men lashed themselves in place to keep from being carried away by waves breaking over the low stern.



ON THE REEF the *Kon-Tiki* stands in shallow water, her mast and one log broken but her main structure hard-



EARLY FOOD PLANTS—coconuts, gourds and sweet potatoes—were brought along to be planted in Polynesia.

ly damaged. Had her crew been large enough, she could have been brought to a safer landing place by paddling.



COCONUT IS PLANTED on arrival. Heyerdahl believes these foods were brought to islands by early Indians.



NATIVES HELP in hauling raft from reef into the sheltered lagoon. Temporary camp is on island in background.

HAVEN

"Kon-Tiki's" cruise ends on the reefs of Raroia

In the early morning of the 93rd day the empty rim of the sea was broken to the southwest by a tiny fleck of blue. It was land: the island of Puka Puka. But though the raft swept close to the beach, the winds carried her on and beyond. Four days later Angatau appeared ahead—and later dropped astern as the men drifted slowly past. Another four days went by. Then, on the dawn of Aug. 7, the reefs of Raroia loomed dead ahead and the wind drove them straight toward the roaring breakers. For the first time the cruise of the *Kon-Tiki* seemed doomed. Heyerdahl ordered sail down and centerboards up, rigged anchors from the bow. The raft was tossed stern-first toward the reef. As Heyerdahl had hoped, a swell lifted her high and dropped her in the shallow water beyond the surf. A cross-log broke, the cabin and mast collapsed, but the men hung onto the main logs and landed safely.

Heyerdahl and the others set up camp on a small uninhabited island near the reef and brought supplies ashore. There were natives on Raroia, but only on the far side of the lagoon. They did not suspect the presence of strangers on the windward reefs until one day a box lid marked *Kon-Tiki* floated ashore. Since "Tiki" means God in the native language, the people concluded logically that here was a lid from God—and let it go at that. Later they saw fires to the east but considered them further divine manifestations. But when coffee cans drifted down the tide, the Raroians decided to investigate. Five days after their landing the *Kon-Tiki's* men were rescued.

The French government, picking up radioed news of the *Kon-Tiki's* arrival, sent a schooner to tow the raft to Tahiti. While they waited for the ship to arrive, the men were feted in the village, given native clothes and flowers and the names of the ancient bearded gods whom they resembled. Heyerdahl was jubilant: the long voyage was over, the crew was safe, and he had made his point—that early Americans could have sailed and drifted to the islands.

How much this hard-won evidence will impress anthropologists remains to be seen. Many will doubtless point out the difference between proved possibility and actual events. But whatever the outcome of the debate, the cruise of the *Kon-Tiki* will be remembered as one of the great adventures of our time.



DECKED OUT IN FLOWERS and dressed in red and yellow *pareus* the triumphant voyagers stand on the *Kon-*

Tiki's battered deck at the end of their journey. With their heavy beards shaven off four of the men are hard-

ly recognizable. From left to right they are: Hesselberg, Raab, Watzinger, Danielsson, Heyerdahl and Haugland.



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Chief "target" of the secret U.S. scientific mission sent to Germany to discover her atomic-bomb progress was 45-year-old Werner Heisenberg. A world-famous nuclear physicist, some of whose discoveries rank with Einstein's, Heisenberg was man most feared by U.S. atomic-bomb specialists, who felt that he might be far ahead in development of the bomb. Heisenberg escaped once, was finally captured and is now interned in British-occupied Germany.



Top U.S. atomic sleuth overseas was Dutch-born, 45-year-old Samuel A. Goudsmit, who was picked because he knows all key European scientists. A naturalized U.S. citizen, Goudsmit taught physics at the University of Michigan before the war and is co-discoverer with George E. Uhlenbeck of the electron's spin. On these pages LIFE presents Goudsmit's own story of his mission. His book *Alsos* (Henry Schuman, Inc.; \$3.50) will be published this week.



THIS WAS GERMANY'S "A-BOMB." IT TURNED OUT TO BE A HARMLESS URANIUM PILE

NAZIS' ATOMIC SECRETS

The chief of a top-secret U.S. wartime mission tells how and why German science failed in the international race to produce the bomb

by SAMUEL A. GOUDSMIT

MORE than two years have passed since the war's end, but many of our scientific and military experts still believe that we were engaged in a desperate race with the Germans for the secret of the atomic bomb and that it was only by a miracle that we got there first.

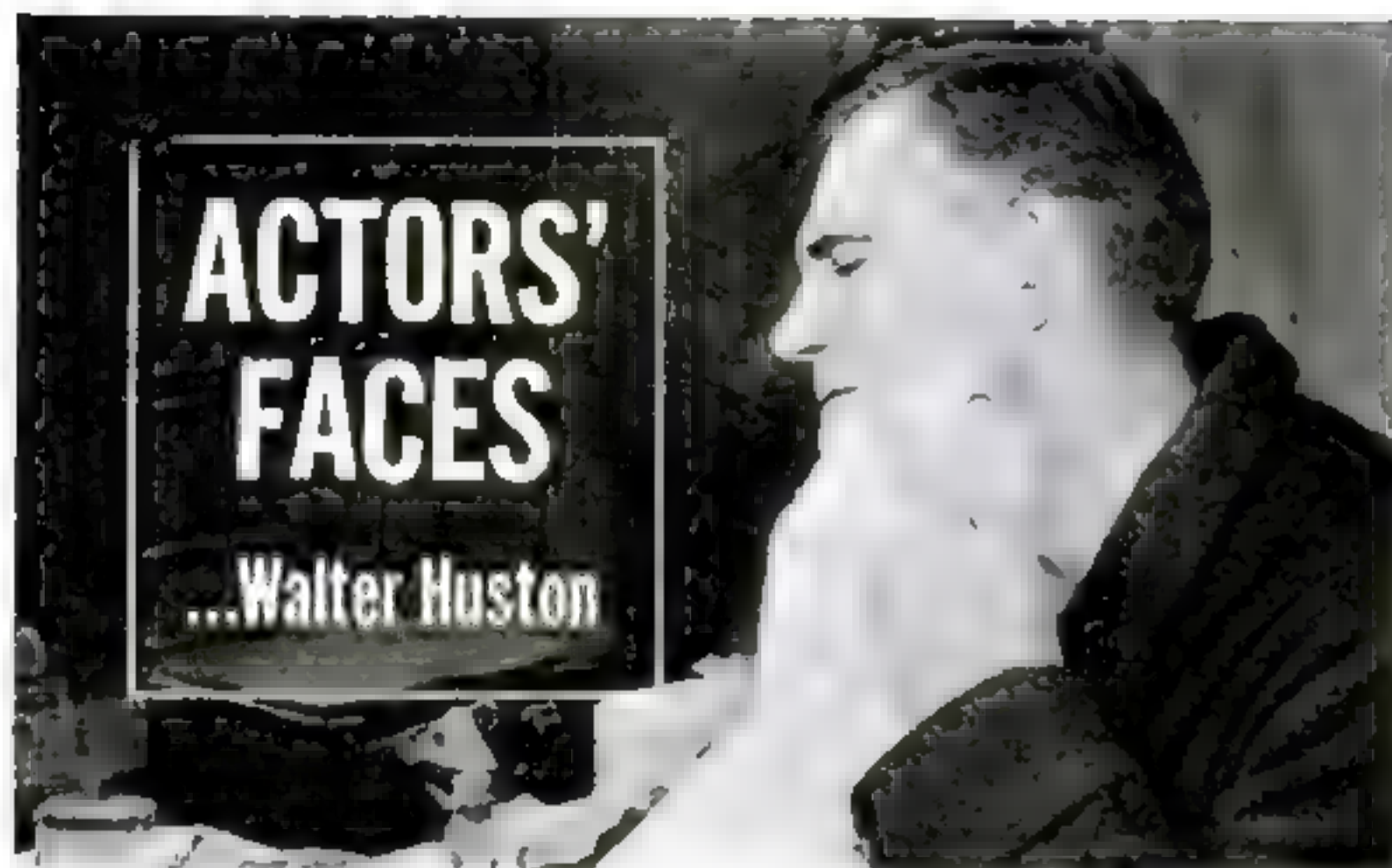
The plain fact is that the Germans were nowhere near getting the secret of the atomic bomb. Months after our scientists had established, beyond a doubt, the feasibility of the atomic

bomb, the Germans were still talking about the "uranium problem" and the possibility of constructing a "uranium machine." They did not yet know how to produce a chain reaction in a uranium pile. They did not know how to produce plutonium. They knew only, perhaps with typical German arrogance, that if they could not make an atomic bomb nobody else could either. That arrogance received a terrible jolt the day our atomic bomb fell on Hiroshima.

These are some of the facts that were estab-

lished by the Alsos Mission. It was named Alsos, which is the Greek equivalent of "grove," after the head of the U.S. atomic-bomb project, Major General Leslie R. Groves. Our job was to follow immediately in the wake of the invasion of Europe and even to penetrate into enemy territory on our own in order to determine precisely how much the Germans knew about the atomic bomb and how far they had progressed in its construction.

Alsos headquarters were set up in Paris the



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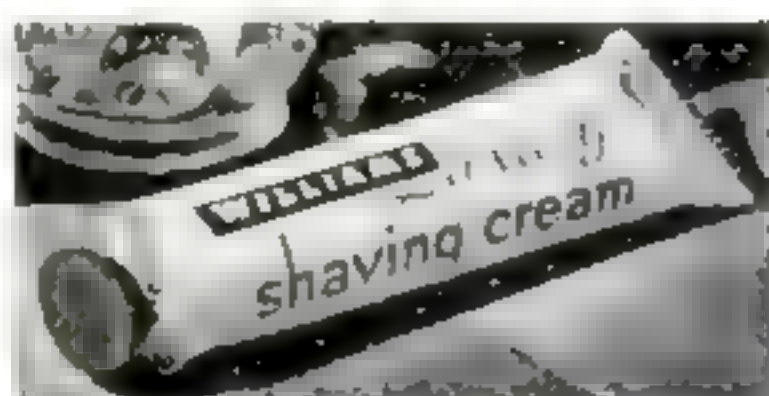
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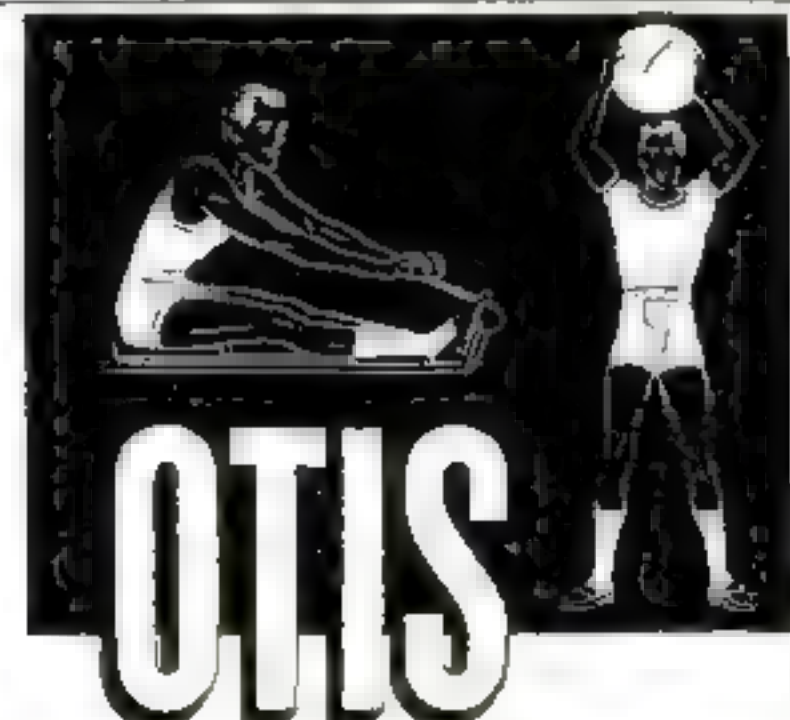


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NAZIS' ATOMIC SECRETS CONTINUED

day the first Allied troops moved in. We soon learned that a well-known German chemical concern had kept an office there throughout the Occupation and that their head representative had been chiefly interested in locating stocks of uranium. We also learned, to our horror at the time, that this very same chemist had confiscated and sent to Germany all the thorium he could find in Paris.

This really scared us. Thorium, we knew, could be used in an A-bomb project when that project was in a well-advanced stage. Did this interest in thorium mean that the Germans were really ahead of us?

The thorium mystery became an obsession; we had to find out more about it. No one in Paris had any idea what the Germans wanted it for. We finally located the German chemical company's Paris representative—one Herr Doktor Petersen—in a little town on the German-Belgian border which had just fallen into Allied hands.

When captured, Petersen had with him a suitcase full of documents. It was quite an event for us. Here was our own first real Alsos Mission prisoner. We had great hopes that we finally had found somebody who had inside information about the German uranium project. Thus far all we knew was that in Norway they had been working hard on the production of heavy water. In addition we had heard through neutral sources that the Kaiser Wilhelm Institute for Physics had been evacuated from Berlin to Hechingen, a little village in southern Germany near the family castle of the former kaiser.

We transformed our hotel suite in Paris into a tribunal for the interrogation of our prize quarry. We put on our Sunday uniforms and Colonel Boris T. Pash, the energetic military head of our mission who had personally done the capturing, put on as many ribbons and medals as he could find. Then Petersen was brought in. We placed him facing the window so that we could observe all his reactions and then proceeded to shout dozens of questions at him. But his answers were all unsatisfactory. Either he was hiding something or he really didn't know what it was all about.

The radioactive smile

GREATLY disappointed, I began to study the numerous papers he had in his suitcase. This man Petersen, like most Germans, was so systematic that his papers revealed exactly where he had been and what he had done during the previous weeks. A streetcar ticket showed that he had been in Berlin only two weeks before. But what excited me the most was a hotel bill which showed that he had visited that little village of Hechingen near the kaiser's castle. There was no doubt in my mind that Petersen, on his way from Paris to the factory near Berlin, had stopped off at the German uranium-research project. It seemed a tight case. It connected the theft of thorium from France with the secret project in Hechingen.

The next morning we pestered our prisoner with questions about Hechingen. He claimed he had gone there merely to visit his mother. A further investigation showed that indeed his mother was living there.

We were not quite satisfied, however. We did some more interrogating and studied the papers more and more carefully. Finally we pieced together the amazing story of the missing thorium.

The company officials, it seems, had been thinking about peacetime, when they could no longer make money by manufacturing gas masks, carbons for searchlights or other war materials. They didn't want the end of the war to find their business shrinking away. They realized that in peacetime the big money would be in cosmetics, and they had been impressed by American methods of advertising.

Now, as it happened, one of the officials had a certain patent on toothpaste—thoriated toothpaste, a toothpaste mixed with thorium oxide which was supposed to have the same effect as peroxide. The company was already dreaming of its advertising for the future. "Use toothpaste with thorium! Have sparkling, brilliant teeth—radioactive brilliance!" After all, America had its Bob Hope and Irium toothpaste. To be sure of success the firm had planned to monopolize all the thorium supply it could lay its hands on. That was the real reason it had stolen all the thorium from the French. It sounded incredible, but later information confirmed the story completely. And all the time we had been afraid that it was going to be used for an atomic bomb!

The thorium for toothpaste was not the only false scent that Alsos followed in its first days overseas. We had unqualified support from General Groves and War Department Intelligence, and the mission has since been cited "as one of the finest examples of cooperation of the scientists and the Armed Forces" in James Phinney Baxter's *Scientists Against Time*. Nevertheless some of

CONTINUED ON PAGE 126

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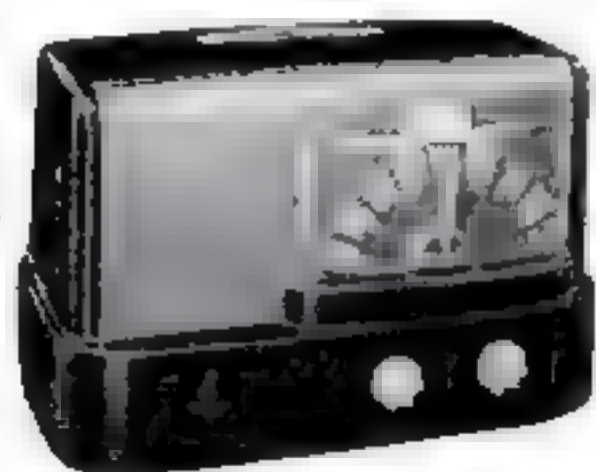
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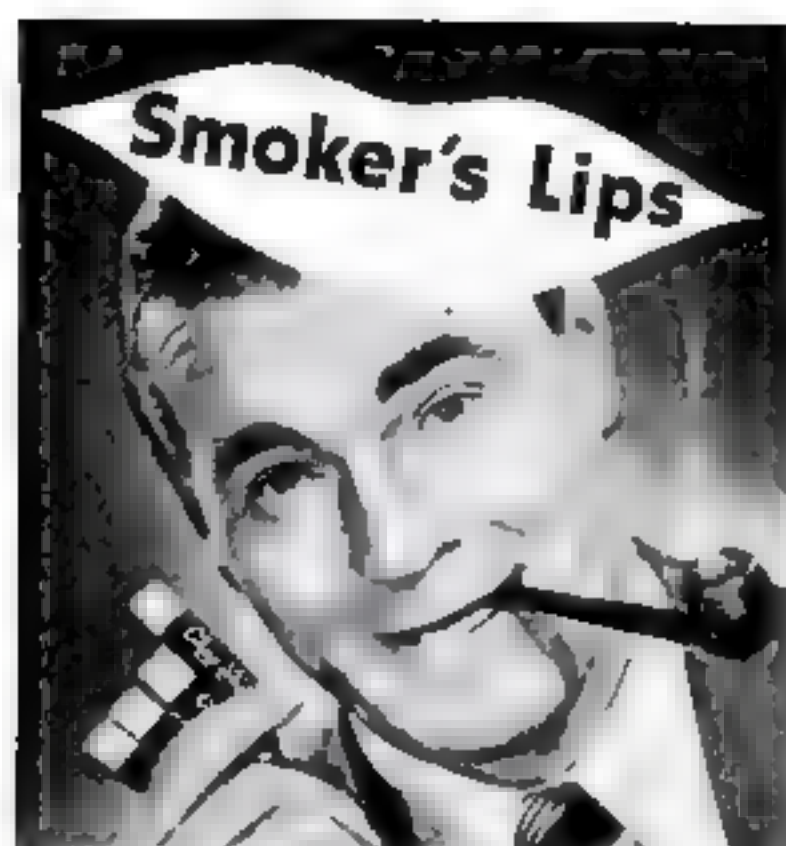
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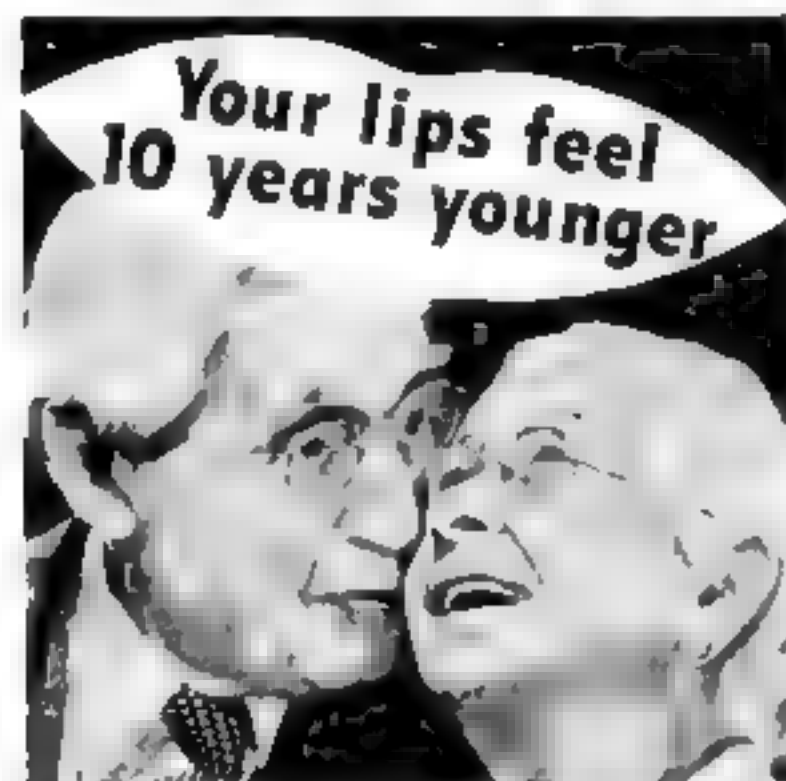
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ATOMIC LABORATORY on the army proving grounds in a Berlin suburb was housed in this small wooden shack. Sign says, "Halt. Approach forbidden."

NAZIS' ATOMIC SECRETS CONTINUED

our early experiences abroad were downright ludicrous, chiefly because long-range communication with Washington presented certain difficulties.

Here is an example, admittedly an extreme one, of what could happen. To help us in our search for uranium plants we shipped back from Germany a sample of water from the Rhine, which we wished Washington to test for radioactivity. At the same time, to please his colleagues at home, the Army major who was General Groves's representative on our mission added a fine bottle of liberated French wine and wrote on the label, "Test this for activity, too." It seemed a nice thing to do and a rather entertaining idea.

A few days later came one of those "top-secret ACTION" radiograms with which we had all become familiar. "Water negative. Wine shows activity. Send more. Action." Ah, we thought, they were carrying our little joke further. But we were quite mistaken. Washington apparently could take no chance. Further radiograms indicated that they had actually measured the radioactivity of the wine instead of drinking it. Might it not mean that the Germans had a secret laboratory somewhere in the mountains where the grapes were grown?

At first I refused to look into this wine nonsense. But I lost the battle. I was forced to send one of my physicists, Major Russell A. Fisher, on a 10-day wild-goose chase. Fortunately we knew where the wine came from: it was a bottle which Major Fisher had liberated when he came to France on the heels of the southern invasion. Now I had to send him all the way back to the Marseille region to find more of the same.

"Do a complete job," I said. "Don't be stingy. And above all, be sure that for every bottle of wine you locate, you secure a file copy for our office in Paris."

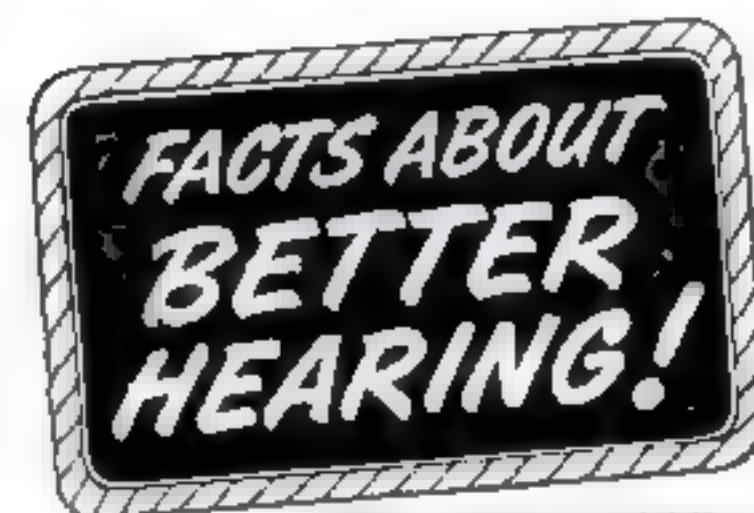
Major Fisher, accompanied by Captain Wallace Ryan, did a thorough job. They returned to Paris with a most representative supply of Rhône wines, samples of the grapes, the soil where they grew, the water of little rivers, wholesale samples, retail samples, all absolutely complete. Except for our file copies, all of this was sent on to Washington accompanied by Major Fisher's report.

I was later reprimanded, justly and fairly, I admit, by General Groves's scientific adviser for "playing practical jokes over 3,000 miles of ocean during wartime." As time went on, however, remote control of Alsos was reduced to a minimum.

The mysterious German scientist

ONE other occurrence helped clarify the problem of freedom of action for the Alsos Mission. At first it had been hard to convince our Military Intelligence colleagues that searching for scientists was not the same as searching for spies or criminals, that some were important and others were utterly unimportant. A list of "suspects" had been furnished us. In military jargon they were called "targets," and our job in the normal police procedure would have been to investigate each one individually.

One day we received a dispatch from Washington about a mysterious German scientist who had visited the U.S. before the war.



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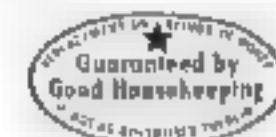
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NAZIS' ATOMIC SECRETS CONTINUED

Instead of furnishing us with data about his scientific work, which would have told us everything or at least aroused our interest, the secret message told us about his beer-drinking habits, his opinion of American women, how he had had German measles in 1938, had a polyp in his right nostril and an atrophied left testicle.

After this memorable dossier even the military members of our mission treated such dispatches from Washington with some skepticism. Whenever Washington proposed that we go after someone we knew to be of no importance to us, we would file the proposal philosophically, remarking that, after all, we hadn't even caught that other fellow yet.

How did we know who *was* important? Our "secret" method of operation was like the so-called secret of the atomic bomb itself. An algebra problem can be a deep mystery to the uninitiated and duck soup to a high-school student. To an outsider a professor is a professor, but we knew that no one but Professor Werner Heisenberg of the Kaiser Wilhelm Institute could be the brains of a German uranium project. Every physicist in the world knew that. In other words we knew who our chief targets in Germany were before we started. What we had to find out was how far they had advanced on their atomic-bomb project.

We continued to fear that German atomic-bomb development might prove superior to ours until we reached Strasbourg. Colonel Pash went forward as soon as that city was occupied and rounded up the scientists we wanted. He found our "targets," who had all been attached to the University of Strasbourg's nuclear-physics laboratory, posing as medics in the famous Strasbourg Hospital. He took the whole crew into custody, but they refused to talk. We found documents, however, which suddenly raised the curtain of secrecy for us. Here, in apparently harmless memoranda written by these German scientists, was hidden a wealth of secret information available to anyone who understood it. No, it was not in code. The papers were not even secret. They were just the usual scientific gossip between colleagues, here and there a hint, nothing objectionable from a secrecy point of view—just ordinary notes such as we had all sent to our own colleagues when we were in the U.S. Obviously such memos would have told nothing to the uninitiated; on the other hand they were not meant to be read by Allied scientists.

We found the letterheads of some of the German secret atomic laboratories. Even the precise addresses and telephone numbers were given. We found a copy of a letter to "Lieber Werner," who was obviously Heisenberg, telling just what problems they were working on at Strasbourg. We found references to "special metal," which was obviously uranium. We learned that "large scale" experiments were being performed at an army proving ground near Berlin. We found parts of computations which clearly applied to the theory of a uranium pile.

Villages surrendering by telephone

THESE seemingly innocent papers gave us an over-all view of the whole German uranium project. They showed that the Germans had been unsuccessful in their attempts to separate U-235. They had probably started separation on a very small scale by means of a centrifuge and they were working hard to construct a uranium pile. But apparently they had only recently succeeded in manufacturing uranium.

Their computation showed that as of August 1944 their pile work was still in a very early state. They had not yet succeeded in producing a chain reaction. Their preliminary experiments had not even given them hints about certain major difficulties they would have to overcome before the pile would work. In short they were about as far as we were in 1940, before we had begun any large-scale efforts on the atomic bomb at all.

In spite of the decisive finds at Strasbourg, our main objective had not yet been reached. The center of atomic-bomb research was not yet in our hands. We still had to contact the brains of the German uranium project, the physicist, Werner Heisenberg. We knew that he and his group were working in a makeshift laboratory in Hechingen. Otto Hahn, the discoverer of atomic fission, and his men were in the nearby village of Tailfingen. Many other important research laboratories had also been evacuated to that region south of Stuttgart in the state of Württemberg.

The official code name for our mission's thrust into this key area was "Operation Humbug." For this operation into territory only sparsely occupied by French colonial troops we had two armored cars, a caravan of jeeps and other vehicles. Cautiously they proceeded south along the eastern bank of the Rhine and then penetrated eastward to where the secret laboratories were. There was no

CONTINUED ON PAGE 131

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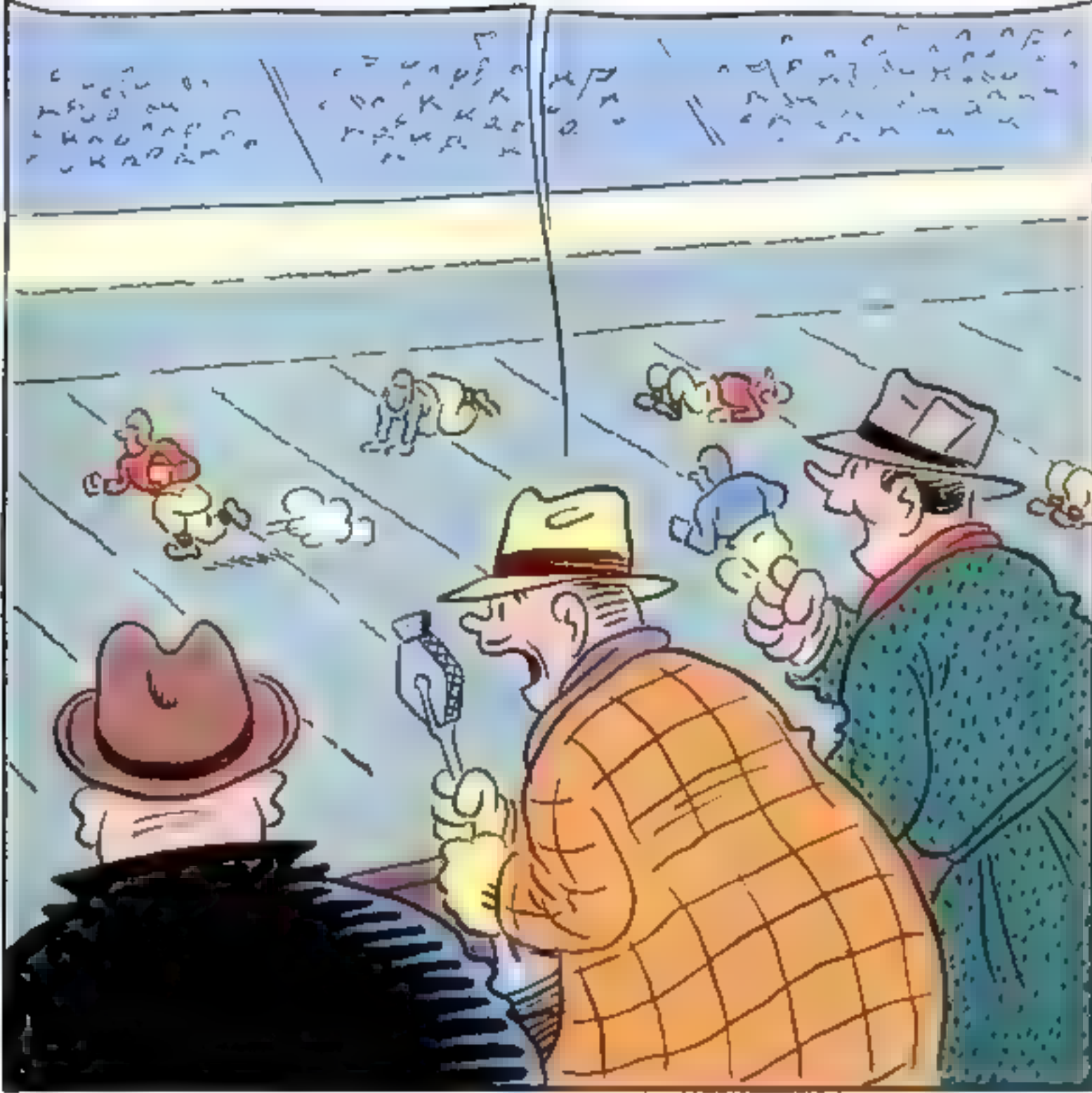
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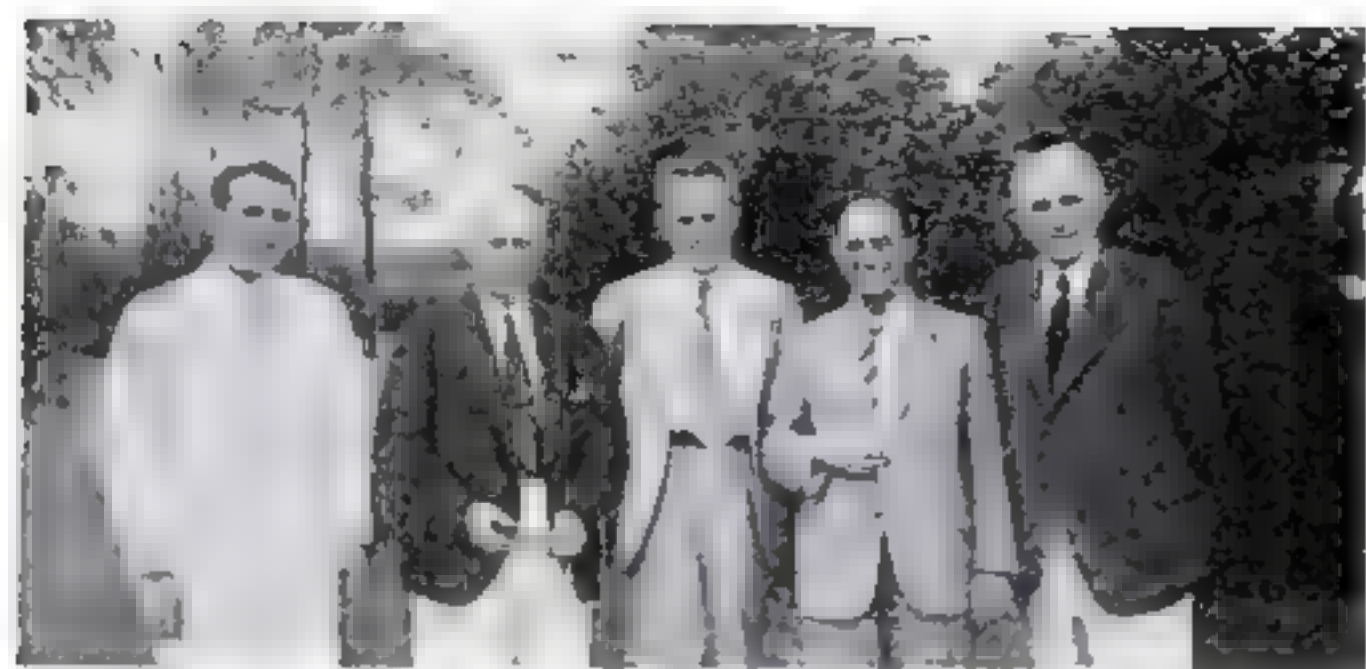


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THE
SPOT!

Rosen



AS PREWAR FRIENDS Goudsmit (left), Heisenberg of Germany (center) and famed Enrico Fermi of the U.S. (second from right) met at Ann Arbor.

NAZIS' ATOMIC SECRETS CONTINUED

opposition to the first Americans to enter this strategic area; a few shots were exchanged and some of the villages were summoned to surrender by telephone. It turned out to be probably the least dangerous of all Alsos advances.

Colonel Pash, who headed our military caravan, was accompanied by General Eugene L. Harrison, who was chief of Intelligence for the area. When our force reached Hechingen it proceeded at once to Heisenberg's laboratory, which was not hard to find. The colonel and the general entered Heisenberg's office; he was not there. But the first thing they saw, to the consternation of the general, was a photograph of Heisenberg and myself standing side by side. The photograph had been taken when Heisenberg was my guest at the University of Michigan in 1939. Egged on by Colonel Pash, the general almost began to believe that I could not be trusted and that I had close contact with the enemy. At any rate I had to stand a lot of teasing about this incident afterward.

Next a thorough investigation of Heisenberg's laboratory began. For this final achievement of the mission some of General Groves's officers and some of our British colleagues had made a special trip to the scene.

I came too late to prevent some of our guests from blowing up the cave in which the uranium-pile research had been located. It was an utterly senseless thing to do but fortunately harmless since all equipment was first removed. It was the same reasoning which later caused the useless destruction of the Japanese cyclotrons. A cyclotron is not a vital part of an atomic bomb any more than a harmless physicist may be considered a potential saboteur about to blow up New York City.

Even after we knew how insignificant the work of the German physicists had been, we had orders to capture and intern them all. Consequently we picked up half a dozen at Hechingen, including the famous scientists Otto Hahn, Von Weizsäcker and Von Laue. It was a sad caravan of command cars and jeeps that departed for Heidelberg with our "prisoners." Seeing them off, I could not help feeling a little like James Thurber's fierce female pointing her gun at the droopy professors in his cartoon, "Capture of Three Physics Professors." It was so obvious that the whole German uranium setup was on a ludicrously small scale. Here was the central group of laboratories, and all it amounted to was a little underground cave, a wing of a small textile factory, a few rooms in an old brewery.

But we were still lacking Heisenberg, our chief target among the German physicists. A few days before we took over Hechingen he had left by bicycle to join his family in Bavaria, and that territory was still in German hands. He had left behind in Hechingen, how-

CONTINUED ON NEXT PAGE



'CAPTURE OF THREE PHYSICS PROFESSORS' by James Thurber was recalled by Goudsmit when he had to intern captured German scientists.

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NAZIS' ATOMIC SECRETS CONTINUED

ever, the evidence of his activities. We discovered all the stuff that had been so carefully buried—on his instructions—2 tons of uranium, 2 tons of heavy water, 10 tons of carbon and the principal reports on the pile research.

I was in Heidelberg when Colonel Pash brought in Werner Heisenberg, whom he had captured in Bavaria. I had known Heisenberg for many years. He had visited me in my native Holland as far back as 1925. He had been in the U.S. several times and had spent summers with me at the University of Michigan. He is still the greatest German theoretical physicist and among the greatest in the world. His contributions to modern physics rank with those of Einstein.

I greeted my old friend and former colleague cordially. Purely on the impulse of the moment I said, "Wouldn't you want to come to America now and work with us?" But he was still too impressed by his own importance and that of his work, to which he ascribed his internment.

"No, I don't want to leave," he said. "Germany needs me. If American scientists wish to learn about the uranium problem, I shall be glad to show them the results of our researches if they come to my laboratory."

It was sad and ironic to hear him say this, when I was aware how much more we knew about the problem than he did. But I did not enlighten him. I merely thanked him for his offer and left him secure in the belief that his work was ahead of ours.

This was the end of our roundup of the German nuclear physicists. We had found all the key men on the project and all documents and materials. We had interned 14 of them. Four were already in the U.S. and the rest in England, where they were housed in an estate about 50 miles from London. Just why these top German physicists were interned in England, I never understood. Perhaps our military experts did not know what to do with these scientists after we had found them and felt quite grateful when the British offered to take them over. As a result the majority of the best German scientific brains are now in the British zone of occupation. That there are still a few good nuclear physicists in the American zone is due to the fact that the Alsos Mission did not intern them all.

"The Nazis worked for peace"

IT was in England on Aug. 6, 1945 at dinnertime that the 10 German physicists first heard the news of Hiroshima. Their first reaction was one of utter incredulity. "It can't be an atomic bomb," one of them said. "They may have some new explosive or an extra-large bomb they call 'atomic,' but it's certainly not what we would have called an atomic bomb. It has nothing to do with uranium."

But at 9 o'clock came the detailed news broadcast. The impact on them was shattering. At one stroke all their self-confidence was gone and the belief in their own scientific superiority gave way to an intense feeling of despair and futility.

They spent hours discussing the bomb and trying to figure out its mechanism. But the radio, for all its details, had not given enough, and the German scientists still believed that what we had dropped on Hiroshima was a complete uranium pile. No wonder they were bewildered. As yet, no plane has ever been built that could do that. Even if there were such a plane, a uranium pile could never be a bomb. It could only fizz. But these German experts failed to realize this basic fact.

It was not until more than a full day after the first announcement of Hiroshima that Heisenberg began to understand how he and his colleagues had completely missed the basic principle of the atomic bomb. It was only then that he finally came to understand that we had used the uranium pile merely to produce material—plutonium—and out of this new substance had made the bomb.

When Heisenberg called his colleagues together and explained to them what it was all about, some of the younger men hit upon a brilliant rationalization of their failure. They decided to turn their very failure to advantage by denying they had ever tried to make an atomic explosive. This, then, was to be the new theme song of German science: "Germany worked on the uranium problem for peaceful uses only; the Allies, for purposes of destruction." It was therefore no surprise, at least not to the members of the Alsos Mission, when, almost two years after Hiroshima, Heisenberg told an Associated Press reporter that he had been building up Germany's uranium pile "to create energy for machines and not for bombs." "As the world now knows," Heisenberg added innocently, "the explosive, plutonium, is produced in such a uranium pile."

Heisenberg's statement is a beautiful example of how to mislead with half truths. It is true that the German scientists were working

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NAZIS' ATOMIC SECRETS CONTINUED

on a uranium machine and not the bomb, but it is true only because they failed to understand the difference between the machine and the bomb. The bomb is what they were after. And what the whole world now knows about plutonium, the German scientists did not know—until they were told about it after Hiroshima.

German science failed miserably in the atomic-bomb race because it was guilty of three major errors: 1) political bungling, 2) deterioration of interest in pure science and 3) complacency. These same mistakes are the principal ones that we too can make if we are not on guard against them.

In Germany the administrators of the uranium-research projects were selected because they had the confidence of the Nazi bosses. This is not likely to happen here. But the difficulties which arose when the Atomic Energy Commission was to be confirmed show clearly how near we can come to making the Nazi mistake.

German science was also severely handicapped by the Nazi dogma which insisted on exiling all scholars with a Jewish "taint" and which made "non-Aryan" sciences like modern physics unpopular. In the U.S., on the other hand, there has been an increase in the number of physics students since the atomic bomb. Nevertheless as soon as the glamour of the new wears off, this number will in all likelihood decrease. A higher salary level and increased prestige for teachers, together with a popularization, on the high-school level, of the value of pure science would help to remedy this situation.

We cannot go on forever living on borrowed scientific capital from Europe. At present the roster of some of our specialized scientific societies reads like the lineup of a Notre Dame football team. In the future we may not be able to import an Enrico Fermi, whose work was the key to our atomic bomb. The sources from which Europe's great physicists came are dry now and we shall have to produce our own geniuses. We must convince our young people that new ideas are more important to their country and the world than new gadgets, even though the latter may bring in more immediate cash.

Perhaps the most dangerous mistake made by the German scientists was to assume the supremacy of German science. U.S. scientists, far from being conceited about their success in producing the atomic bomb, are impressed primarily by its ultimate simplicity. They believe that any other country that has the raw materials can make a bomb in a few years. The basic principles are well known to any student of modern physics, and the engineering difficulties may have various solutions, some perhaps even simpler than ours.

But if there is little complacency among U.S. scientists, the same thing cannot be said with equal confidence of the general public and certain of their representatives in the government. The belief is far too prevalent that we are way ahead of any possible competition because we have the atomic bomb. Many people have a childish notion of the atomic-bomb "secret" which we must be careful not to give away. In their minds the secret consists of a formula or a diagram on a piece of paper, to be swallowed when a potential enemy approaches. Confident that we, at least, are safe from an attack by atomic bombs, they would fetter science lest the secret leak out and their night's sleep be severely disturbed. But too much secrecy stifles the progress of science. It also fetters the training of young scientists. If such false secrecy notions are permitted to become general, our scientific unpreparedness could let us in for another surprise attack. Compared with an atomic-bomb attack, Pearl Harbor would seem a mere broken window.



CUBES OF URANIUM were dug up in a big field near a cave laboratory outside Hechingen. Here members of Al-los stack their first big haul on the grass.

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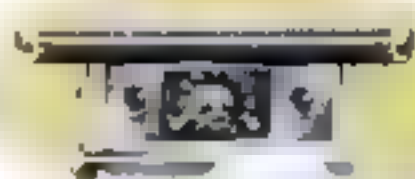


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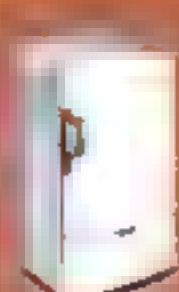
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AT HER COMING-OUT PARTY Grenadine meets a gambler named Clutch Thrasher (left), who lures her out among the magnolias. Grenadine then shoots Clutch

because "My Maman done tole me." Grenadine's "Maman" is Toddy (center), a voodoo queen who raised her with Brandy (right), a gorilla who practices black magic.

Grenadine Etching

NEW BOOK KIDS PANTS OFF THE HISTORICAL NOVEL

Grenadine Etching is a ravishingly beautiful girl with "long, silvery hair," and eyes which "give off a greenish glow, like phosphorus." She was born in New Orleans with a caul, raised with a pet gorilla by a Negro voodoo priestess, becomes the inventor of the cigaret and, most important, is plain

poison to every one of the many men she meets.

This fabulous female is the heroine of *Grenadine Etching* (Doubleday; \$2.75), a broad and slap-happy burlesque on the historical novel, written by Newspaper Columnist Robert C. Ruark (p. 144). Ruark sends his heroine through more-fantastic

experiences than ever befell a dozen "Forever Ambers." On these pages Richard Taylor has drawn the significant events in Grenadine's life. Between them, Ruark and Taylor manage to kid the pants off a literary menace which for a decade has been profitably exploiting history for the sake of sex.



ESCAPING THE CONSEQUENCES of the shooting of Clutch Thrasher, Grenadine makes her getaway from New Orleans as Toddy paddles her down the Mississippi in a pirogue, bound for Cuba. Brandy, the pet gorilla, catches flying fish for supper.

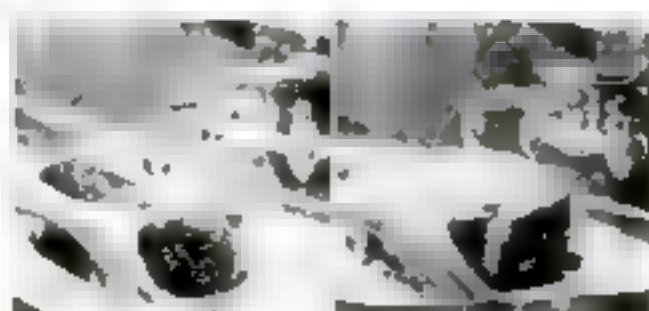


IN CUBA, Toddy has placed Grenadine in a bordello for safekeeping. There the heroine meets her first husband, Don Jacobo Crespín y McGillicuddy (left), and there her mustachioed infant son, Thrasher's child, dies a drunkard's death on the bar.



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SHE CONQUERS CAPTAIN HORNBLOWER, but only momentarily, on the bridge of the ship to Australia. The famed naval hero created by Historical Novelists, Sir Patrick O'Brian, greets Grenadine "in a clipped Surrey voice" and offered her a Cuban cigar. Then he "mashed his mouth against hers... released her with a dry cough" and said, "I don't think I want you, that way."



SHE OVERCOMES A HEAD-HUNTER on the island of Malekula, where she goes after leaving Australia. The head-hunter is called Manatee. Like the hero of Nancy Bruff's historical nightmare about New England whaling, but unlike that dourly forbidding man, Grenadine's Manatee is a handsome renegade English slave trader who wears a derby, many medals, a flamingo feather



SHE LOSES TO A KANGAROO in the affections of her second husband, Colonel Chauncey Kyngden, a wealthy Australian sheepherder. Furious when Grenadine lets their twin sons wander off in the park one day, the colonel says he prefers mama kangaroo because "she takes care of her babies." He loses his money, hangs himself from a chandelier and Grenadine moves on again.



loincloth and a white evening vest. Here they return, rich with ivory and slave maidens, from a raid on a tribe which has been decimated by Grenadine's evil eye. When Chief Manatee refuses to deal Grenadine in on his profitable slave trade because "I do not do business with women," she runs him, financially and otherwise, corners the slave market and cleans up \$2 million.

CONTINUED ON NEXT PAGE



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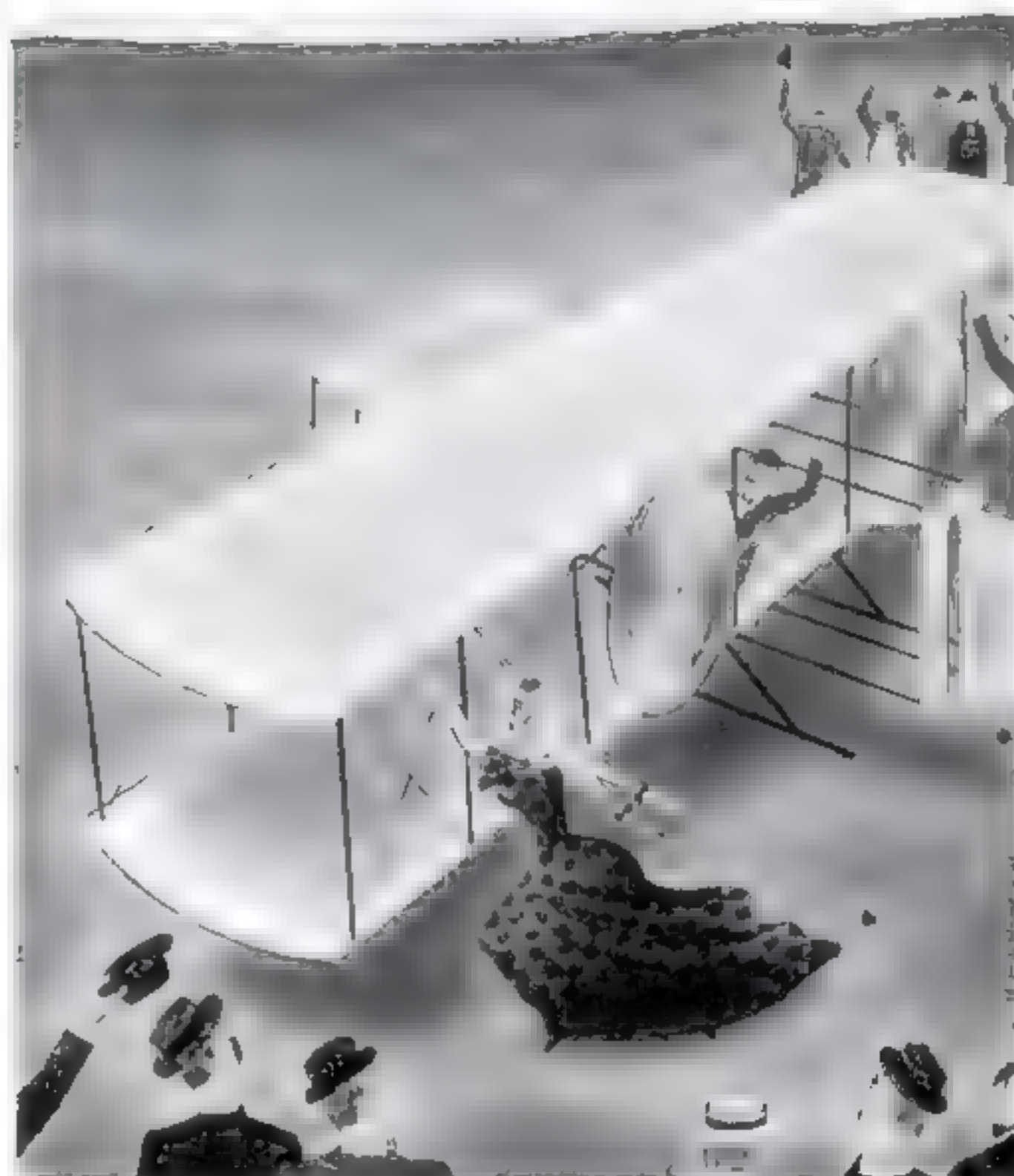
Daiquiri, 80 proof • Dry Martini, 71 proof
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GRENADINE ETCHING CONTINUED



SHE HELPS WRIGHT BROTHERS launch the first airplane in one of the many world events in which she plays a major role. "I just know it'll fly, boys," were Grenadine's historic words at Kitty Hawk, N. C. in 1903. Ruark also tells how Grenadine invented the wireless with Marconi, whom she calls "Guglielmo, honey," and helped Lenin and Stalin put over the Russian Revolution.



SHE MEETS HER TRUE LOVE on the Atchison, Topeka & Santa Fe. Looking up demurely from a copy of *Little Women*, Grenadine confronts the bold stare of a San Francisco gambler named Thret Suttle, who looks like Rhett Butler, as played by Clark Gable. When Grenadine has quadruplets Suttle leaves her because "I'm not the marryin' kind and children make me nervous."

CONTINUED ON PAGE 143



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We took a picture of a mood—and this is it. It's a picture of the dressed-up feeling you get from wearing this perfect-fitting slip . . . by Corette.

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SHE INVENTS THE CIGARET and corners the tobacco market for her "Young Bullion" brand. Using same melodramatic business tactics as the terrifying soap tycoon in *The Hucksters*, Grenadine, now a well-preserved 50, hurls a bowling ball through the door of her private office. Then, in a quietly ominous voice, she warns her trembling executives, "There is the ball. Get on it!"



SHE GROWS OLD AND DISILLUSIONED. Driven to drink by the cigarette commercials which she herself launched. Alone in her New York mansion, Grenadine, aged 75, turns off her radio in disgust and totters up to bed with a brandy decanter. Her final lines, like Scarlett O'Hara's are, "I won't worry about it now... I will think about it tomorrow... after a good night's sleep."

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Step up your
face value...

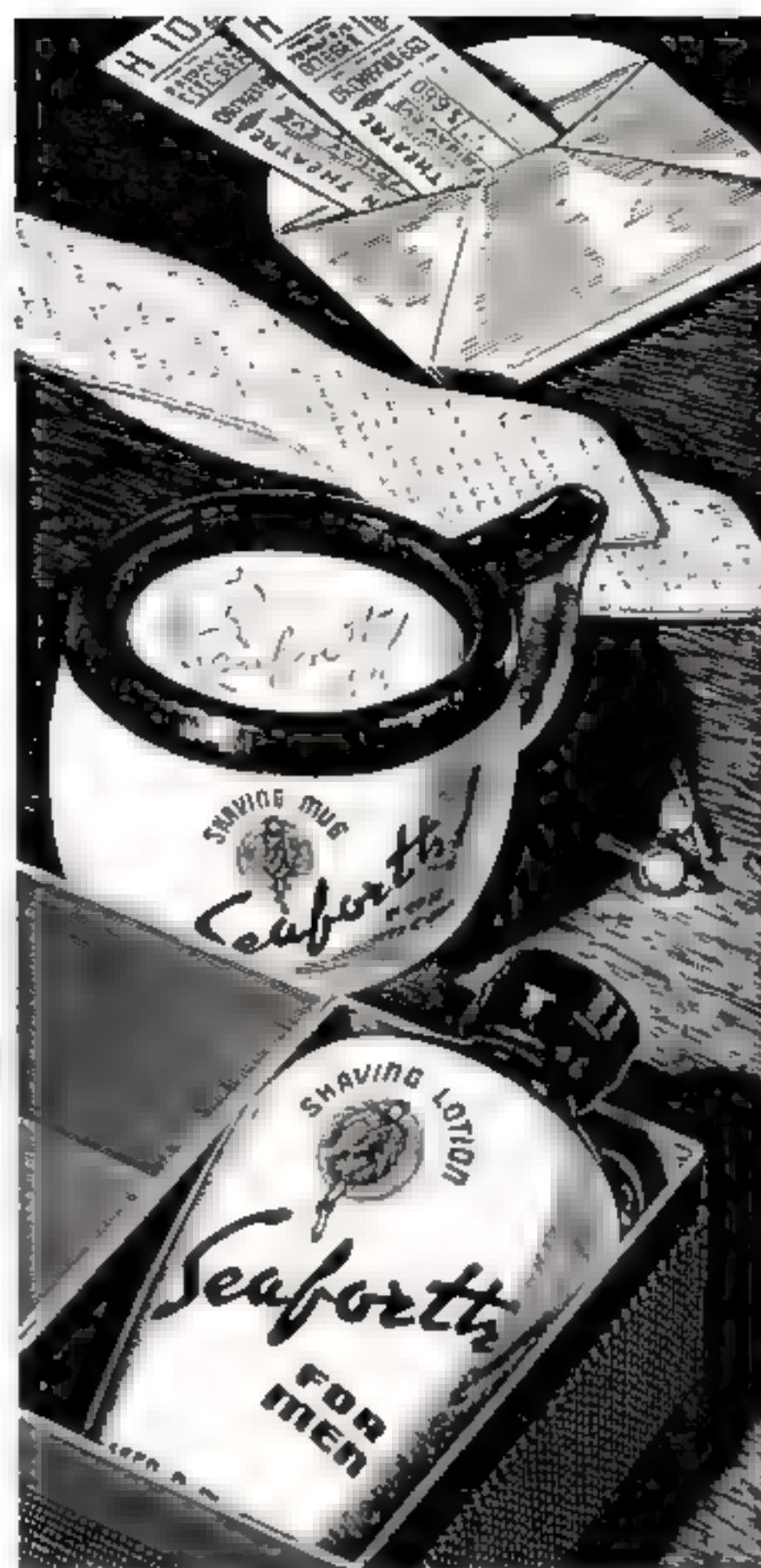
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Look for the famous Monarch label—as better stores everywhere

The *Granville*, jacket of pure wool gabardine, warm alpaca lining. Sleeves lined with quilted rayon, interlined with Inticel. Laskin-lamb collar. Color, Deer Tan.

MONARCH MANUFACTURING COMPANY • 333 East Chicago Street, Milwaukee 2, Wisconsin
Leather and fabric coats and jackets for sports, leisure and utility wear

"A TRUE GENTLEMAN AMONG PIPE TOBACCOS"

42-12 155 Street
Flushing, New York
July 23, 1947

EDGEWORTH
RICHMOND, VIRGINIA
Gentlemen:

Wasn't it Emerson who once said: "A gentleman is good company for everyone—good company for a pirate or a professor!" I guess that makes Edgeworth—a gentleman among pipe tobaccos.

Edgeworth gets along fine with the boys at the Club. There's something about that grand Edgeworth aroma that brings out the "borrowing pipes" every time.

Edgeworth gets along fine with my wife. Time was, she'd come into my den, crinkle her nose, and ask: "What's that you're burning—a Jap kimono?" But not any more. Not since the fragrant gray-blue smoke of Edgeworth layers the room.

Edgeworth is good company when I visit Joe Thompson next door. Joe, you see, collects Oriental rugs, and he used to give me a fire-alarm look each time I'd light up. But no more! Friend Edgeworth knows its place—in my pipe—and it stays there.

Any tobacco as downright considerate of the innocent by-stander is mighty good company for the man who smokes it.

Yes, Edgeworth is a true gentleman among pipe tobaccos!

Sincerely,
PRESTON WOODS, JR.



Plenty of pipe smokers drift along for years—secretly hoping for that certain "extra something" Edgeworth delivers.

If you're in this state of mind—well, we hope you'll pal up with Edgeworth.

EDGEWORTH
America's Finest
Pipe Tobacco

GRENADINE ETCHING CONTINUED

RUARK'S PET HATES PAY OFF IN PRINT



ROBERT RUARK

reporter in the U.S. today. His sharp and racy style reminds many readers of another ex-sports reporter, Westbrook Pegler, in Pegler's better days.

Bob Ruark's first taste of national renown came to him in 1940 because he took a dislike to the manners of Bobo Newsom, who was then pitching for the Detroit Tigers. Ruark called Newsom a show-off in his column and, when the pitcher offered to knock off Ruark's block, the sportswriter started swinging, wide and high, in the Tigers' dressing room. Three friendly players managed to hold back the ruffled Ruark before any damage was done to him or Newsom. But the story of Ruark's fracas with the big-league pitcher made the country's sports pages.

This impressed on Ruark the advantages of swinging hard, even if sometimes high and wide, at more or less important targets. In 1945, back from three war years as a naval officer, he was through with sports reporting. He was assigned to write feature stories for Scripps-Howard's Washington bureau, but he soon began to want a column of his own with a daily by-line. "I had a darn good idea what I was going to do," says Ruark. "It was pretty cold-blooded. I looked around for the biggest rock to throw." What Ruark hurled was a natural. It was an all-out attack on how American women looked to the returned GI.

To him, as well as to other returned veterans, wrote Ruark, U.S. women in 1945 looked "like something Salvador Dali might muster up after a midnight snack of welsh rarebit." "That lovely hair," he mourned, "has been snatched up . . . hauled taut with a windlass, and screwed into a silly topknot; or else it is clubbed into a nauseous bundle and hangs down the neck like a sackful of mud, or maybe a beaver's tail. And hats? A hat is a spittoon, is a hood, is an ashtray, is a bundle of laundry, is a hat. I have seen handsomer headdresses on cannibals."

This Ruark broadside drew 2,500 letters, half of them from curious wives and sweethearts and just as many from ex-GIs who sided gleefully with Ruark. The story also drew the eye of Roy Howard, head of Scripps-Howard, who told Ruark to try his hand at a syndicated column.

In less than two years of columning, Ruark has managed to sight his targets, often pretty well battered beforehand, and to call his shots just as surely ever since. He hates radio: "Nearly everything in it is either corny, strident, boresome, florid, inane, repetitive, irritating, offensive, moronic, adolescent or nauseating." Ruark also hates Southern cooking: "They fry everything, from bananas to ice cream. . . . The corn bread . . . drops like a depth charge into the stomach. . . . Mammy's Little Baby likes shortnin' bread. But Mammy's Little Baby is about to grow an ulcer from Southern cooking." Ruark can turn out this brand of satire for his 700-word columns in 30 minutes flat.

Last summer Ruark made banner headlines for his papers when he took a swing at stiff-necked old Lieut. General John C. H. ("Court-house") Lee, Mediterranean Theater commander, and accused him of living in luxury while keeping his GIs in virtual slavery. The War Department launched an investigation which last fortnight officially cleared Lee of most of Ruark's charges. But Ruark characteristically credited himself with a technical knockout anyway when Lee, who had requested retirement long before the Ruark articles appeared, received his orders to return to the U.S.

Having found his success formula, ambitious Columnist Ruark is not one to let up for a minute on his profitable rock-throwing. He is planning a book burlesquing Congress and just at present is collaborating on a play which he describes as "a satire on rape."

WHEN the author of *Grenadine Etching* was a sportswriter for the *Washington Daily News* 10 years ago, his behavior at prize fights used to puzzle his fellow reporters. During particularly bloody bouts Robert Ruark would sit at his typewriter with his eyes tightly shut. When somebody finally asked him what he was up to, Ruark snapped almost belligerently, "I hate fights."

Chiefly by hating things or by saying he hates them, this deceptively mild-mannered man from North Carolina has, at the age of 31, become a \$40,000-a-year newspaper columnist and the most talked-about



Famous Queens

BY FAMOUS MASTERS
MARY QUEEN OF SCOTS
by Jean le Court
(National Portrait Gallery)



HIGHLAND QUEEN
"The royal name in Scotch"
Blended Scotch Whisky

IMPORTED BY
McKESSON & ROBBINS, INC., NEW YORK

A NECESSITY IN EVERY HOME!

TRAY-WARE All-Plastic

Sok-Dryer

PREVENTS SHRINKAGE!

This all plastic, unbreakable Sok-Dryer dries socks quickly maintaining the original size and shape and renders socks pressed and brand-new looking when removed.

Sizes for

- Men's Hosiery
- Men's Anklets
- Women's and Misses Anklets

Can't Rust or Warp

\$1.25

PER PAIR
Slightly higher in Western States and Canada

AT STORES EVERYWHERE

TRAY-WARE-Cleveland 7, Ohio

Cory's amazing Invention

LOOK!
NO RUBBER PARTS

A FLAME-TESTED* GLASS COFFEE BREWER THAT HAS NO RUBBER PARTS!

EVERYONE KNOWS that when coffee is brewed in glass, pure coffee flavor at its full-bodied best is sure to result—cup after cup—year after year.

THAT IS WHY folks who want perfection in their coffee cups morning, noon and night will welcome the new Cory Rubberless Brewer. It's all-glass! Nothing can come in contact with coffee-in-the-making that could possibly impart a bitter taste or unpleasant odor.

AND LOOK at all these other advantages. Glass-to-glass vacuum seal means no more tug-of-war with rubber bushings that stick. No more forcing—no more twisting. Less accidental breakage.

THE NEW CORY Rubberless can never wear out. That's because there are no rubber parts to replace. And with no hard-to-clean rubber parts there can be no place for rancid coffee grounds to accumulate and taint freshly made coffee.

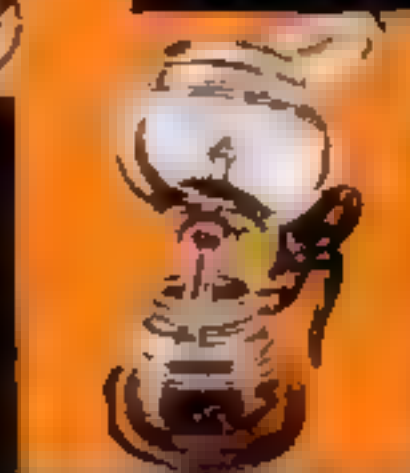
THESE EXCLUSIVE CORY FEATURES are your assurance of the world's finest cup of coffee. Only the Cory is rubberless and odorless. Only the Cory is all-glass. See it now at better stores everywhere.

Cory Rubberless Models available in 2 to 12 cup sizes . . . \$4.75 to \$6.75 . . . Standard Cory Brewers 4 to 12 cup sizes . . . \$4.45 to \$6.25 . . . Cory Gift Ensembles to \$27.75 . . . Prices slightly higher in Canada . . .

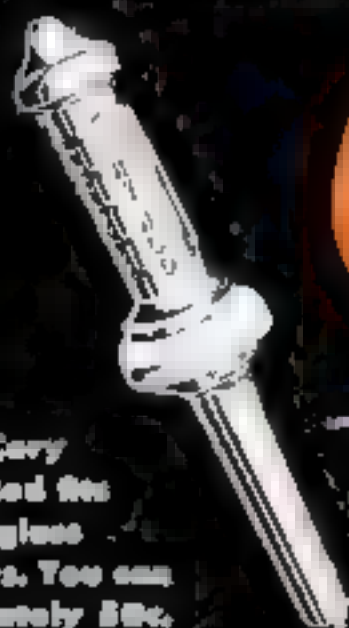
Copyright 1947, Cory Corporation, Chicago 1, Illinois



No more forcing—no more twisting. Just place upper bowl on lower bowl. IT'S SELF SEALING.



No more tug-of-war when coffee is finished. Upper bowl lifts off with finger-tip ease.



The famous Cory Glass Filter Rod fits all standard glass coffee makers. You can buy it separately 50c.

CORY

the only All-Glass coffee brewer



ONLY THE CORY HAS * FLAME-TESTED GLASS

Every Cory is now subjected to an exclusive blow-torch type heat "shock test" developed, perfected and patented by Cory. This test is your assurance of highest quality heat-resistant glass.



SMEARED WITH OIL, STUDENTS FIGHT AROUND POLE. TWO FRESHMEN HAVE ARMS AROUND IT. A DUNKED SOPHOMORE (LEFT) GOES AFTER INCOMING FRESHMAN

GREASY POLE FIGHT

Failure to climb to the top dooms
Beloit freshmen to wearing "dinks"

The young men wrestling and writhing in oily slime (*above*) are college students settling a question of green hats. Half of them are the worldly sophomores who swaggered back to Beloit College in Beloit, Wis. this fall, determined to keep the freshmen in their place. The others are the freshmen. All of them are getting as dirty as possible. If the freshmen can fight through 50 defending sophomores, wade through a ditch of crankcase

oil, climb up a 15-foot greased steel pole and pull down a green flag at its top, then the entire first-year class may immediately discard its traditional headgear—green "dinks." If not they must wear the dinks until the homecoming football game in November. This year, cheered on by squealing coeds, the freshmen as usual got to the base of the greased pole. As usual, they got no farther. They have captured the flag once in the last 20 years.

(CONTINUED ON PAGE 149)

***"The outfit's waitin'
for you, Joe!"***



Recognize any of them, Joe? There's Carroll . . . Gray . . . Walter . . . Stubbs . . . and a lot of new guys, too. They want you with them—now—in the best outfit of the best National Guard this country's ever had.

Do you know why *they're* here, Joe? Do you know why they've become part-time soldiers again in this great new National Guard?

They'll tell you why. It's because bullies don't pick on strong men. They won't pick on Uncle Sam, either, so long as he stays strong.

The new National Guard of the United States

—682,000 superbly equipped and trained men in the air and on the ground—will give America that strength. Shoulder-to-shoulder with the Regular Army, it will stand as our surest guarantee of lasting peace. That's why all these good guys are here.

How about you, Joe? Take it from the gang, you'll get a great thrill out of National Guard service. One night a week training . . . 15 days' field exercises in the summer at *full Regular Army pay rates* . . . body-building sports . . . training in leadership and many valuable skills

. . . recreation and social affairs at your armory . . . swell opportunities for promotion. Best of all, you'll serve *at home* with people you know.

Think it over, Joe. You can get all the facts at your nearest armory—or write the Adjutant General in the capital of your state.

Young men of 17 are now eligible.

Listen to "National Guard Assembly," with Paul Whiteman, Wednesday nights, ABC Network.

National Guard units are raised by each state. Hawaii, Puerto Rico and the District of Columbia. They are Federally supervised, with strength, composition, training and efficiency under the guidance of officers selected by the War Department. "Your National Guard helps guard the peace."

Many employers further the National Guard's mission by granting their Guardsmen-employees time off for summer field training without sacrifice of income or vacation period.

The National Guard

☆ ☆ ☆ OF THE UNITED STATES ☆ ☆ ☆



Here's to the Harvest!

Harvest time is quite rightly a time of rejoicing. Because the harvest turns *expectations* into *realities*.

For any whiskey, there's a "harvest time" too. It comes when you first taste it. You alone can decide how well a whiskey suits your taste, since no whiskey

in the world can possibly taste "best" to everybody.

That's why Hunter's surprisingly *different* flavor may not taste "best" to you. But you should try it. For thousands of men who have tried it once, have liked it instantly—and today prefer it to all others.

HUNTER

SINCE 1860

First over the Bars

HUNTER-WILSON DISTILLING COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY. BLENDED WHISKY, 92 PROOF. 60% GRAIN NEUTRAL SPIRITS.

Greasy Pole Fight CONTINUED



BEFORE THE FIGHT sophomores pour 300 gallons of used crankcase oil into the ditch around the greased pole. Oil was collected from local garages.



AS FIGHT STARTS freshmen charge, knocking aside sophomore outposts and almost reaching pole. Upperclassmen stood by to stop roundhouse swings.



AFTER THE FIGHT the oily students dunk themselves in Turtle Creek as admiring sophomores and disappointed freshmen watch from a railroad trestle.

STOP
Racking Coughs
WITH SOOTHING
GLYCERINE
-plus



Millions of cough-torn throats due to colds have found quick relief in Pine Bros. Glycerine Tablets. That's because they cover dry, irritated throat tissues with a moist, soothing film of glycerine. Dryness and coughing are quickly relieved. Use Pine Bros. Glycerine Tablets freely. **WON'T UPSET YOUR STOMACH**

PINE BROS. INC., PHILADELPHIA

10¢
U.S. ONLY

5 pleasing flavors



Up goes your stock!

• One point for good taste, one point for simplicity, and one point for knowing the finest leather when you see it—a lightly pebbled grain in handsome Autumn brown. Underwriting it all—Walk-Over fit and Walk-Over workmanship.

Geo. E. Keith Company,
Brockton 63, Mass.



Young men styles by

WALK-OVER

Walk-Over prices
\$12.95 to \$15.95
A few styles at \$16.95



IN A SOLEMN MEETING staff members of the International Bureau of Weights and Measures wait anxiously for a report on the accuracy of a kilogram that has been sent in

to be checked against theirs. On the table is a working model of their kilogram. The working model was used as the basic weight against which the kilogram sent in was checked.



BUREAU OCCUPIES THE AREA OF A CIRCUS TENT

Life Visits *the Bureau of* *Weights and Measures*

Remote from politics and wars, 12 scientists guard standards of international measurement

Just outside Paris, on a little plot of international soil, stands a dowdy 18th Century chateau which is the world's center of accurate measurement. Safe in its burglar proof, air-conditioned vaults are several oddly shaped pieces of polished platinum. These are the priceless standards against which every nation checks its units of weight and length. Indirectly the gray metal cylinder called the International Kilogram determines the heaviness of a pound of butter or a milligram of gold anywhere on earth; the rodlike International Meter controls the length of a 10-foot pole or a pin.

Here at the International Bureau of Weights and Measures a group of 12 devoted scientists works together in an atmosphere of musty serenity to supply the countries of the world with the only standard measurement system that all of them will accept. Even nations which do not reckon in terms of meters and kilograms key their units of measurement to these metric standards. Created by 15 countries in 1875 as the world's first international organization, the bureau is now backed by 32 member nations whose participation and support have continued even in times of war. Delegates to this mecca of measurement leave politics behind them. Russia alone has incurred the displeasure of the staff: she has failed to send in any electric-light bulbs for calibration.



WORKING KILOGRAM, exact duplicate of the bureau's master kilogram, is carried reverently from the sale. The master kilogram, which is kept in a vault, has not been used since before 1900.



METER is usually measured in *comparateur* (above) by complicated method involving light waves. This is more accurate than using the master meter itself.



AWAY FROM BODY HEAT kilogram is weighed by remote control because the heat might affect accuracy of test. The weigher stands 15 feet away, makes observations through a telescope.

facts

*any
Tampax user
can tell you!*

Such freedom!



More *physical* freedom is obvious when you use Tampax, that internally-worn form of monthly protection. No belts—no pins—no external pads!

But there's also freedom from *mental strain* when you know "everything is all right."

How simple!



The use of Tampax is as natural and simple as A B C. Otherwise millions of women (and we really mean millions) would not have adopted it—college and business girls, teachers, nurses, travelers and stay-at-homes.

Scientific!



Invented by a physician, Tampax works on the medical principle of "internal absorption." Causes no odor. Patented applicators make it possible to insert without your touching the Tampax! Easy disposal—only 1/15 bulk of older kinds.

And convenient!



So compact is Tampax that a full month's supply will slip into the average purse (and you should need no other form of protection). Sold at drug and notion counters in 3 absorbency-sizes. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising
by the Journal of the American Medical Association

—LFE-20—107 W

TAMPAX INCORPORATED
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

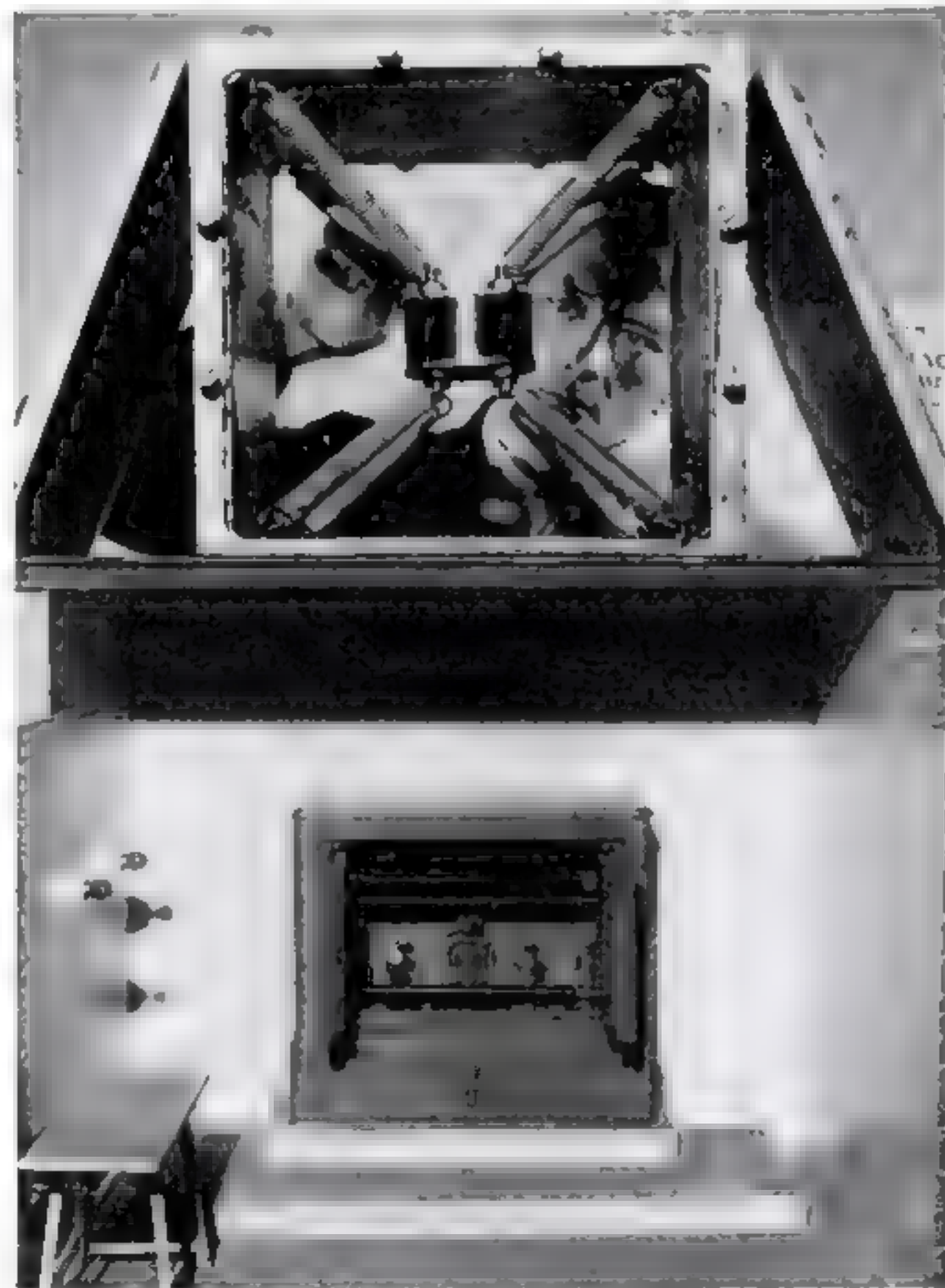
Address _____

City _____ State _____

Paris Bureau CONTINUED



HOUSEHOLD LIGHT BULB is tested for foot candles (unit of light output) in a kettle-drum apparatus. Recently one of bureau's biggest jobs has been testing a vast number of modern electrical gadgets of member countries.



TO PROTECT KILOGRAM during war, bureau devised elaborate bomb shelter. Kilogram was put in case suspended by springs (*top*) so shock would not break it. The case was then put in a steel box (*below*) with inch-thick sides.

'TICONDEROGA
PLASTIPS ON
PARADE'



"Hail the handsome new green and yellow Plastip—in which the rubber eraser is locked tight... NEVER to come loose-in-use. "1386 rounded hexagon; 1395 rounded hexagon with Knifedge Eraser; 1370 round. Five writing degrees. All members of a famous pencil family..."

DIXON



Ticonderoga

Joseph Dixon Graphite Co., Dept. 43-116, Jersey City 3, N. J.
Canadian Plant: Dixon Pencil Co. Ltd., Newmarket, Ont.

The
KELTON
Davidson

Yes,
stupendous
at \$11.50

10K rolled goldplate case—
gold-etched dial, stainless steel
back, padded pigskin strap.
*Fed. tax only 10%. Guaranteed by

ONLY GREYHOUND...



...can give you the
**FINEST HIGHWAY
TRANSPORTATION**
to all 48 states, Canada, Mexico

at such
**AMAZINGLY
LOW COST**

THERE are many good transportation systems in America . . . but only one of them serves the people of all 48 States—goes deep into Canada, and down to Mexico.

That system is Greyhound, acknowledged leader in design and operation of the world's most modern motor buses . . . its great highway fleet increased this year by hundreds of new and improved coaches.

No other public vehicle is so familiar to *all* the people of America as the famous blue-and-white bus with the slim running dog on its side . . . no other operates on such convenient schedules to so many

thousands of cities, towns and out-of-the-way places. *Correction!* No place can be "out-of-the-way", where Greyhound goes!

Ticket cost? Greyhound is very largely responsible for the big reduction in travel cost which has taken place in America during the past generation. Today, its fares are lower than those of any other kind of public transportation. Its rates average as low as the lowest in bus travel—and are only a fraction the cost of driving a small private auto.

All this is yours, when you go Greyhound—plus scenic enjoyment and relaxed comfort unmatched in the world of travel.

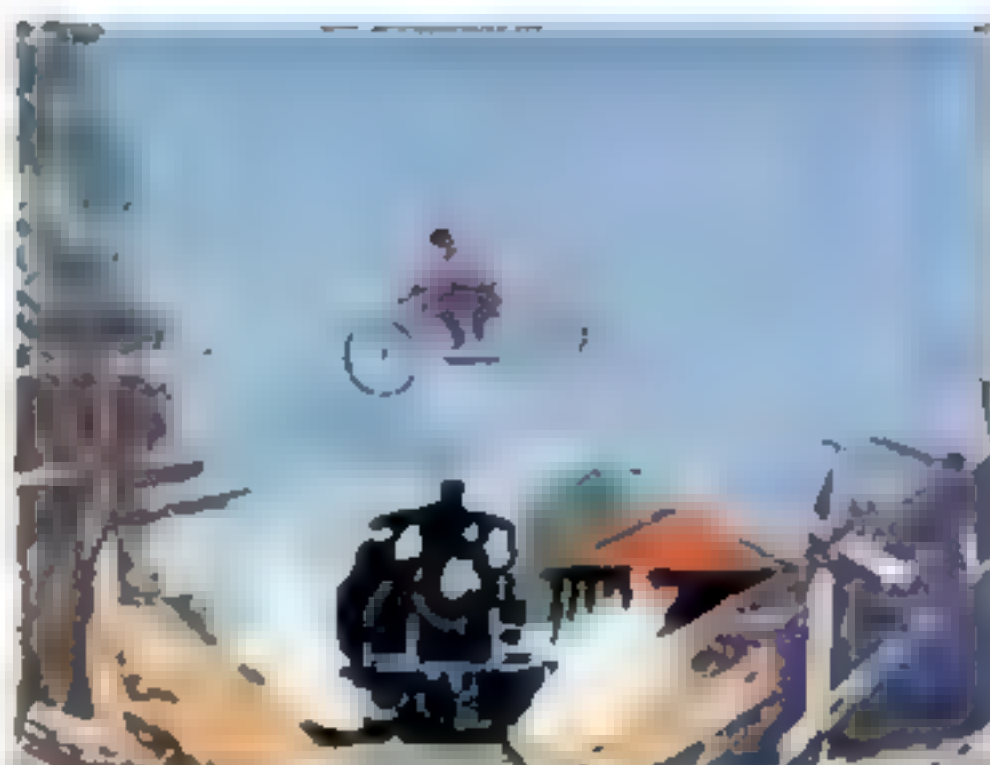


GREYHOUND LINES

They make thrills to order!



1870 What a life the stunt man leads! And it's all to bring you tailor-made thrills. Back when the name Corby's had been recognized for 12 years in Canada, human flies, high-wire artists and circus aerialists were the current top favorites in the world of excitement.



1913 Movie serials made the stunt business a tougher game. Leaps from burning buildings, high dives and locomotive crashes were now part of the job. So were cuts and broken bones for the stunt man, as the name Corby's reached its 55th anniversary in Canada.



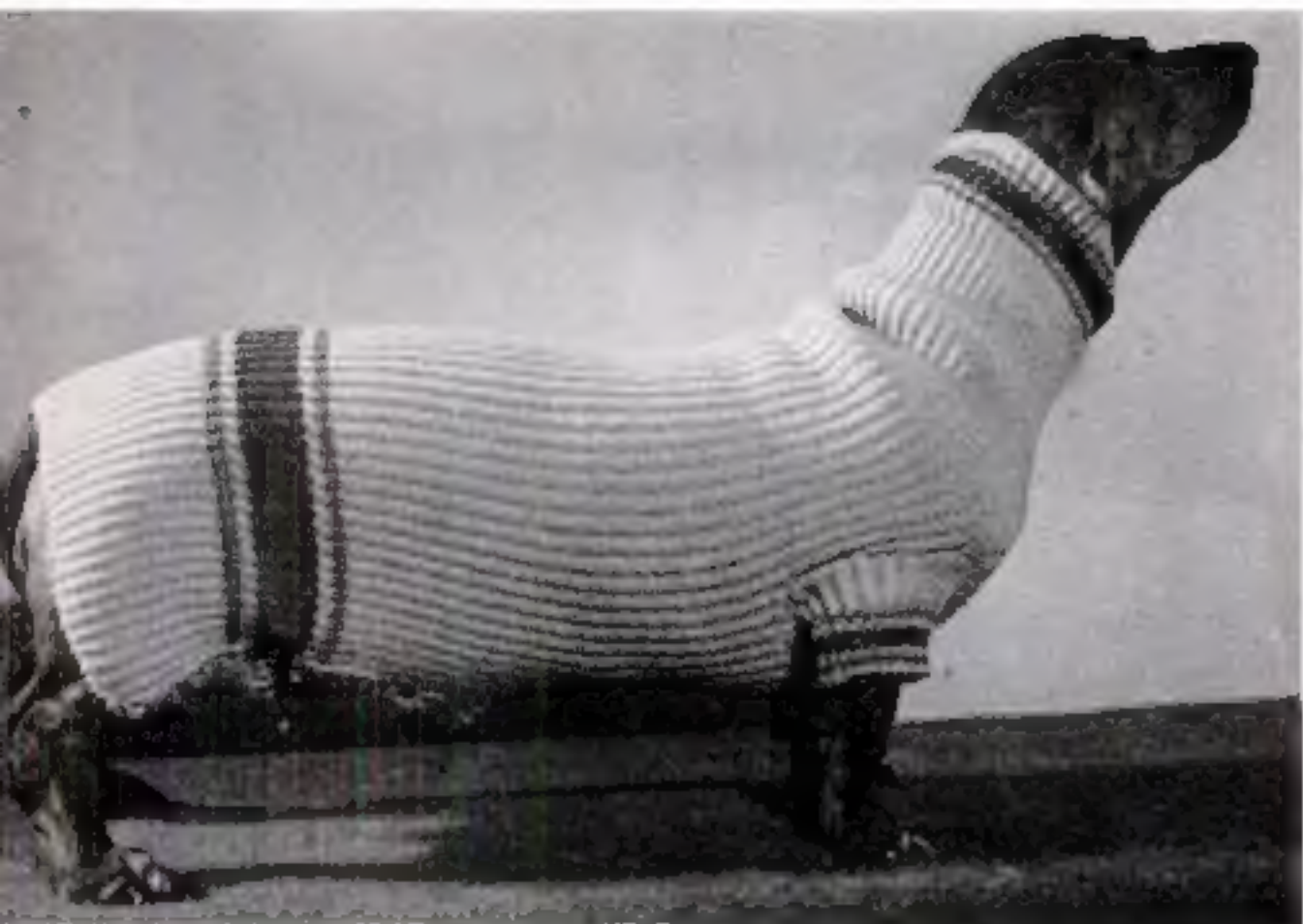
1928 Flying a "crate" during World War I had been a stunt in itself. You experienced those thrills when the movies brought you plane crashes and stunt flying with mathematical accuracy—a new high in daring, as the name Corby's swung into its 70th year in Canada.

1947 What's cooking in thrills today? Men who test rocket planes—or even your new car—make yesterday's hair-raisers look tame. And it's dollars to doughnuts that better things for you will come from these "behind-the-scenes" thrills. Another great bet: you'll enjoy light, sociable Corby's—the whiskey with a grand old Canadian name. Try your bar favorites made with Corby's . . . soon!



CORBY'S . . . A GRAND OLD CANADIAN NAME

PRODUCED IN U.S.A. under the direct supervision of our expert Canadian blender
86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co., Limited, Peoria, Illinois



THE NEW "TUBE" LOOK gives a dachshund named Frieda a long, slim silhouette reminiscent of flat, straight-lined dresses popular in the early '20s.

"NEW LOOK" FOR DOGS

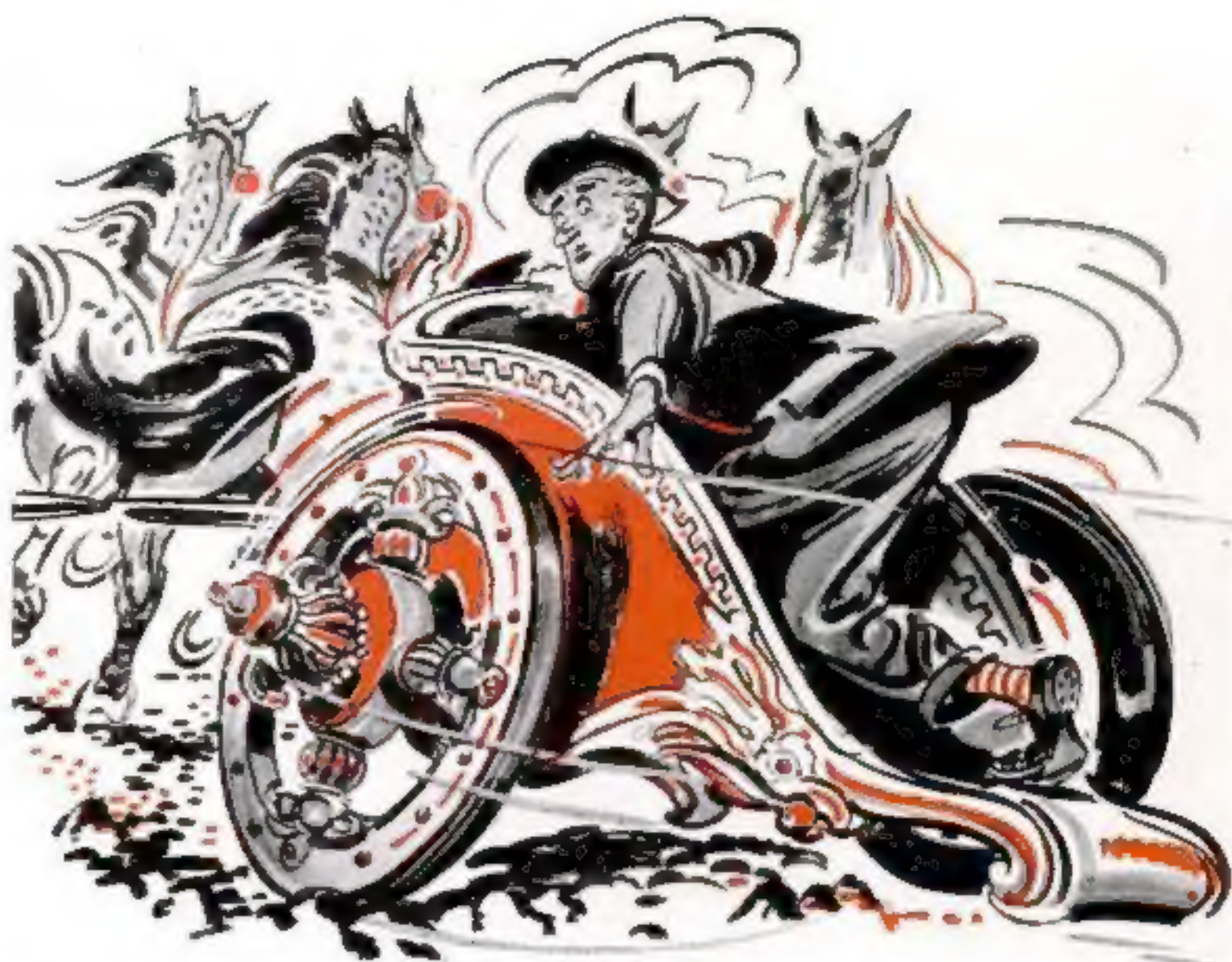
Pets are dressed up to kid latest fashions

Unhappily for this year's dress designers, whose latest fashions have already evoked considerable protest from U.S. women, National Sweater Week and National Dog Week coincided last month. To a group of Chicago radio stars and dog owners this provided irresistible elements for parodying the new styles. At a silly party they decked out their pets in feathers, ribbons and baby jackets. The results were highly successful. By popular acclaim the most effective lampoon was turned in by Maggie, a boxer (below), who modeled the plunging-neckline style (LIFE, Oct. 6) recently imported from Paris. Other dogs, sporting such indignities as the pinched waist, could hardly wait to get out of their uncomfortable stays to eat a well-deserved dog biscuit.



PLUNGING NECKLINE features jacket with revealing décolletage and a pearl choker. The wearer, a boxer named Maggie, seems unaware of its daring.

CONTINUED ON NEXT PAGE



If your car feels like *this*... it's time for

MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH **MARFAK!**

Nothing makes a fellow madder than a grease job that "wastes away" after just a couple of hundred miles. That *doesn't* happen with tough, longer-lasting *Marfak* Chassis Lubrication. *Marfak* protects your car from wear and friction for 1,000 miles and more. And the smooth, "cushiony" driving ease you experience is the pleasant sign *Marfak* sticks to the job. Applied by chart, never by chance. Ask your Texaco Dealer to give your car that "Marfak feeling" today.

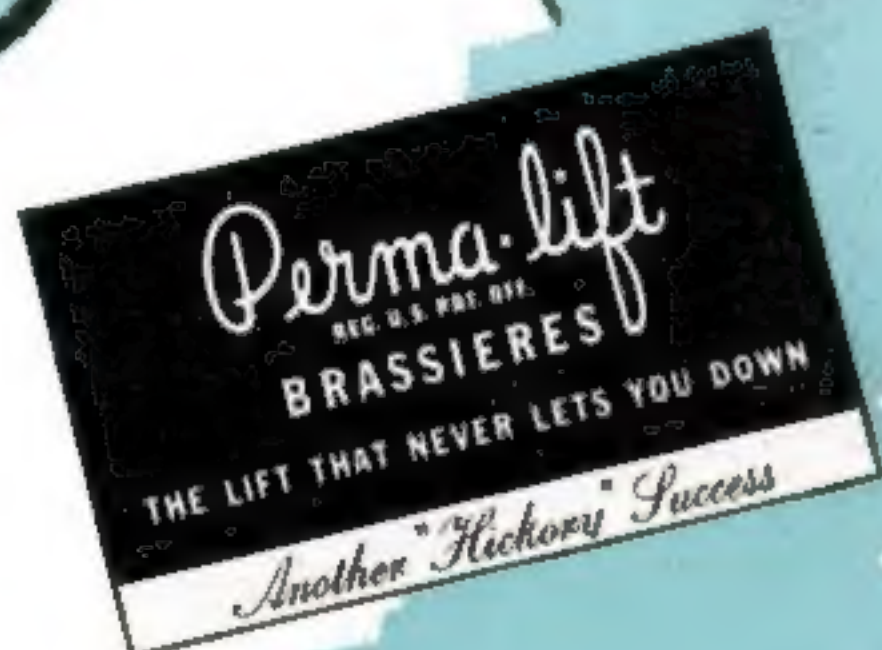


THE TEXAS COMPANY

TEXACO DEALERS IN ALL 48 STATES

Tune In: TEXACO STAR THEATER presents the TONY MARTIN show every Sunday night. See newspaper for time and station.

Write for FREE BOOK-
LET on corset and bras-
sieres fitting comfort.
Address Ruth Stone—
"Perma-lift" Stylist,
1143 W. Congress St.,
Chicago 7, Ill., Dept. 22



THE LIFT THAT NEVER LETS YOU DOWN



Fashion focuses attention on your figure—your bra is a vital key to figure beauty. You'll love the famous uplift feature that makes "Perma-lift"® Bras AMERICA'S FAVORITES. The specially designed cushion insets at the base of the bra cups

gently support your bust from below—never lose their uplift through countless washings and wear. You'll find a wide selection of beautifully styled "Perma-lift" Bras at your favorite corset department—most styles—1.50 to 3.50. For a real comfort thrill, you'll also enjoy a new "Perma-lift" Girdle. No Bones About It—Stays Up Without Stays.

*"Perma-lift" and "Hickory" are trademarks of A. STEIN & COMPANY (Reg. U. S. Pat. Off.)

"New Look" for Dogs CONTINUED



MATRONLY SPREAD is disguised by new "barrel-silhouette" creation.



PINCHED-IN LOOK is achieved with corset drawn tight at the midriff.



SLOPPY JOE sweater, used by the bobby-soxers, is comfortably loose.



LAST YEAR'S LOOK, now passed in smart set, makes dog look droopy.



DOG OF DISTINCTION sticks to clean collar, tie and casual sweater. Upright as he looks, this dog answers to the undistinguished name of Podgy.

★

Choice of a lifetime...

★



Treat yourself to the finest Golden Wedding in more than half a century. Linger over its lighter, finer flavor. It's the discriminating whiskey drinker's *choice of a lifetime*.

Golden Wedding

Has
had no
peers for
fifty
years

BLENDED WHISKEY. 86 PROOF. 70% GRAIN NEUTRAL SPIRITS. JOSEPH S. FINCH & COMPANY, SCHENLEY, PA.

CONTINUOUS QUALITY IS QUALITY YOU TRUST

A vintage Coca-Cola advertisement. At the top, the text "CONTINUOUS QUALITY IS QUALITY YOU TRUST" is written in a bold, sans-serif font. Below this, a smiling boy with rosy cheeks, wearing a white Coca-Cola uniform with a green and white striped hat and a blue bow tie with white stars, stands behind a row of glasses filled with Coca-Cola. The glasses are arranged in a line, with the largest glass on the left and smaller ones receding into the background. The largest glass has the words "DRINK Coca-Cola" printed on it. In the foreground, a large orange circle contains the Coca-Cola logo and the word "Coke" in a stylized font. The price "5¢" is printed in a large, bold font at the bottom right. At the bottom left, a small line of text reads: "Ask for it either way . . . both trade-marks mean the same thing." The bottom right corner contains the copyright notice: "COPYRIGHT 1947, THE COCA-COLA COMPANY".

DRINK
Coca-Cola

Coke

5¢

Ask for it either way . . . both
trade-marks mean the same thing.

COPYRIGHT 1947, THE COCA-COLA COMPANY